

EXCLUSIVE GUIDE TO LICENSING EXPO 2015

JUNE 2015 VOLUME 18 NUMBER 3

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IN HISTORY³

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Brad Globe, president, Warner Bros. Consumer Products, and Karen McTier, executive vice president, Warner Bros. Consumer Products

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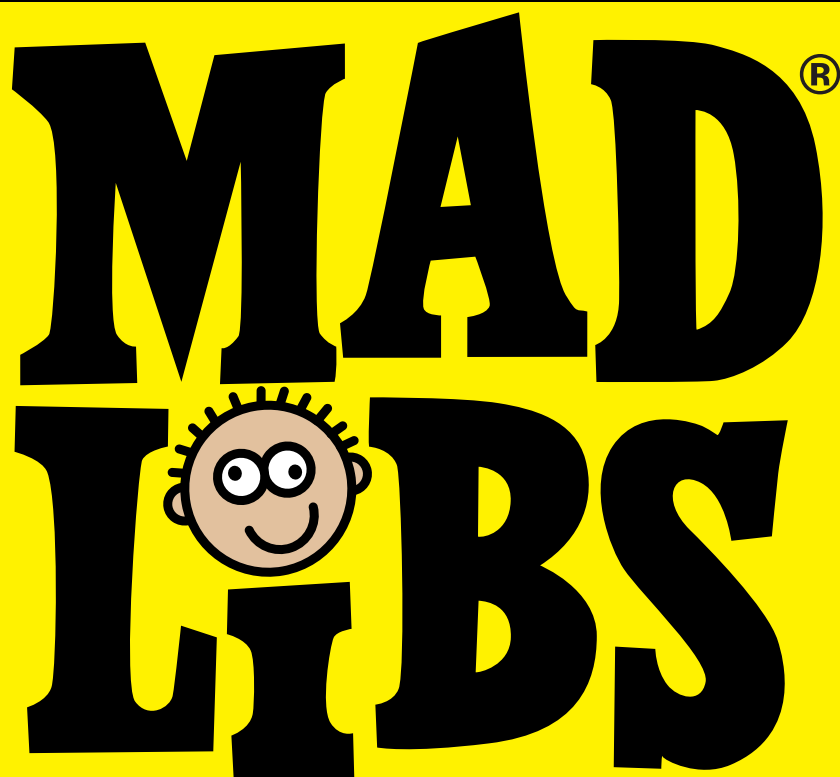
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SALES ARE JUST A CLICK AWAY



by **TONY LISANTI**
Editor-in-Chief

With more than 150 new exhibitors, hundreds of new properties and more than 5,000 brands represented at this month's Licensing Expo, the competitive landscape for licensed products continues to intensify, not only for new consumers, but also for the much-coveted shelf space at retail and perhaps more so online.

With more than \$259 billion in retail sales of licensed products worldwide, according to the exclusive Top 150 Global Licensors report published last month by *License! Global*, the billion dollar licensors, along with the small, fledgling IP owners, are now all looking beyond traditional brick-and-mortar to e-commerce and mobile commerce to reach fans, not only with exclusive merchandise, but with exclusive content as well.

While it has been historically challenging to strike a mega deal with any of the world's largest retailers, the fact is that with the explosive growth of e-commerce worldwide, sales of licensed products are truly just a click away. And while this may come as no major surprise to some, this trend is really just starting to penetrate the licensing sector on a global basis.

With new and better technology, robust growth, new Internet retailers, the ability to target very specific audiences, the capability for major brands to sell directly to consumers and the opportunity to create special events and promotions and content, e-commerce represents the biggest opportunity for licensors to reach their core fans and casual or impulse buyers.

Google, for example, is considering the rollout of a Buy button, which will make smartphone shopping from anywhere and at anytime easier than ever before. This Buy button will be part of Google's search engine results and will allow consumers to simply click the button to purchase the product without ever leaving Google. YouTube also announced that it is providing users with the option to click on a product while watching a video, which will then take the user to the retailer's website to make the purchase. Called TrueView for Shopping, YouTube reports that digital retailer Wayfair tripled its revenue per view by using this application.

Recently, the *Wall Street Journal* referenced this topic in its article "Failed Retail Brands Get New Lives on Web." For example, FAB Starpoint and its president Steve Russo, who, with additional investors, acquired the rights to the Delia*s brand (as reported by *License! Global*), following the teen/tween retailer's bankruptcy filing last December. The brand will re-launch exclusively online in August with a back-to-school collection.

Another factor indicative of the importance of online shopping is Walmart's recent announcement

that it is increasing its investment in e-commerce and digital initiatives to between \$1.2 and \$1.5 billion in 2016. Many other retailers are also investing resources to improve and expand their mobile shopping efforts.

The strong sales performance of online retailers also underscores the popularity and potential of the e-commerce sector more than ever before. According to the Top 500 e-commerce report, published by *Internet Retailer*, total

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sales for U.S. merchants increased 16.2 percent to \$256 billion in 2014, more than six times the growth rate for traditional store sales. And this type of double-digit growth in e-commerce sales is consistent in other countries as well, from Canada to Brazil, Great Britain and China.

Led by No. 1 e-tailer Amazon, sales from the top 10 Internet retailers in the U.S. increased 16.7 percent to \$151.94 billion, according to the report. Other statistics: 193 web-only merchants represented the largest number of Top 500 retailers and the highest sales at \$125.4 billion, increasing 18.1 percent; 154 traditional retailers represented the second-largest segment, reporting a sales increase of 16.1 percent to \$100.3 billion; and 76 consumer brand manufacturers reported a total sales increase of 12.3 percent to \$40.9 billion.

So whether it's No. 1 Amazon, No. 500 GiftTree.com or the 498 other dotcoms in between, there's tremendous potential beyond the traditional endcap display. The time is right for every licensing and brand executive to think out of the box and click on this "buy" button of opportunity. ©



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in the face
of convention?

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UP FRONT AT THE UPFRONTS

The TV networks' annual UpFronts tell a new story in 2015 that looks at content from all angles. For brand licensing, they are also a reminder that content is coming from not only linear sources.



by **AMANDA CIOLETTI**
Managing Editor

In this issue, *License! Global* again rounds up the major film studios' slates of forthcoming films that will have licensing programs attached. The "Flick Pics" feature story is larger and more focused than ever, with Disney breaking out its individual studios into an easy-to-digest format and the Warner Bros. film calendar reaching all the way to 2020. (See story on page 110.)

However, with the changing entertainment landscape, the time is right to expand "Flick Pics" to include hot, up-and-coming television properties as well. (See story on page 124.)

This in-depth overview of *License! Global's* picks for new TV series that are likely to resonate with audiences and support a consumer products program is a reflection of how content is being consumed—but it's not the whole picture.

The truth is, no one knows how Millennials, Generation Z or the newest generation will choose to view and digest films, TV series or digital shorts, but all agree—it's not going to be solely through the traditional, linear TV model.

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May's round of 2015 UpFronts highlighted this fact more than ever. In television networks' pitches to advertisers of their upcoming programming schedule, many of the companies steered far away from labeling themselves too explicitly as strictly television networks, with most favoring some form of the platform neutral moniker "content provider."

The label is important, what with the rise of multi-channel networks and their series gaining traction, and the ever-building influence of streaming video providers like Hulu, Amazon Prime Instant Video, Netflix and now the gaming companies (PlayStation and Xbox) diverting viewership.

It's also important to note that a cancellation on a major, traditional TV network is no longer the kiss of death for a series and

its IP. In fact, many are actually gaining momentum as they transition to other viewing platforms.

Series such as Fox's "Arrested Development" (all the way back in 2006), AMC's "The Killing" and now "The Mindy Project," again from Fox, are each finding or poised to find (as is the case with "Mindy," which is moving to Hulu) great success on streaming channels, even so much as reviving the property and giving it more eyes than ever.

As licensors and licensees, then, look to find new properties to license for products, it's truly important to reevaluate by what metrics of success an IP is judged. Is it just eyes on the screen or is it the enduring and persevering spirit of the show and the passionate following it has amassed? After all, isn't that who will be buying the merchandise?

The other takeaway from the UpFronts, or NewFronts in the case of the MCNs and digital networks, is that entertainment is content in any form, and viewers are being reached in ways that are truly monetizable, as these networks announce a host of renewed and fresh series.

Time and time again, it is being shown that MCNs are, more than ever, functioning as the new content networks. Their new slate of offerings are nothing short of promising, both for viewer impressions and consumer product potential.

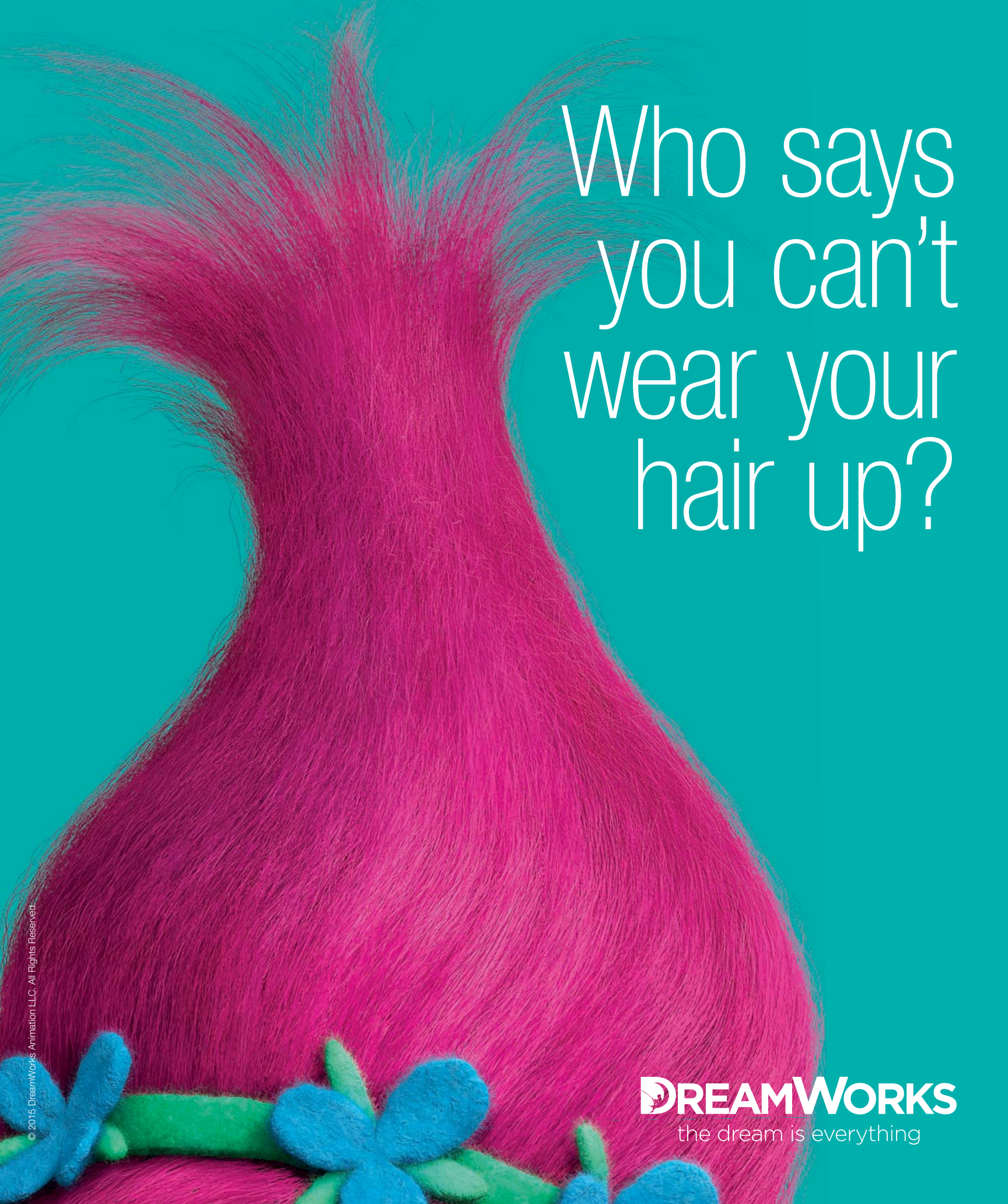
Such is the case with Endemol Shine Group's new sub-network, ICON, from its Endemol Beyond division.

ICON is born of a partnership between Endemol and YouTube star Michelle Phan, a beauty and lifestyle guru for the young set, and will feature original programming that covers topics relevant to her core viewers, females ages 18 to 34. The content will continue to live on YouTube, but also be syndicated on other services such as AOL (now a part of Verizon, thanks to its buyout last month) and Scripps Network.

ICON was a centerpiece of Endemol's NewFront pitch to advertisers, as were new pieces from traditional, musical and digital stars such as Charis Lincoln, Pitbull, Brittany Furlan and Andy Milonakis.

The message from all networks, whether traditional or MCN or SVOD, is that content can't be put into one narrow box anymore. There must be access to it continually, in any form.

Advertisers are putting their dollars there, and it goes to follow that licensing is right there with it. ©



Who says
you can't
wear your
hair up?

Cooler Than Cool: HASBRO'S HIDDEN ROOM

Hasbro has forged more than 20 new partnerships that push the parameters of hip, new licensed products as well as the perception of its brands in the marketplace.



SIMON WATERS
senior vice president,
global licensing, Hasbro

In an effort to inspire greater creativity and innovation for its brands, Hasbro has established an internal team to pursue new product collaborations that go beyond the traditional extensions.

The cool and hip products born of this effort were unveiled

at New York's Toy Fair last February in a separate display within the Hasbro showroom, appropriately named The Hidden Room. In this small, tight space, Hasbro exclusively previewed more than two dozen brand extensions

that included one-of-a-kind items.

This initiative has since been further expanded to become a global program spearheaded by Hasbro's senior vice president of global licensing, Simon Waters.

"One of the areas we have focused on is the power of tastemakers for driving pop culture relevance," Waters says. "We established a very small hot house group to partner with the right kinds of brands, the right kinds of medians, the right distribution channels and to be very selective so that we could curate product that wouldn't necessarily sell lots, but would put us in great stead with the



Monopoly and Crooks & Castles for a collector's edition board game; My Little Pony and Acid Free Gallery for a limited edition artist print; G.I. Joe and Look/See for sunglasses; Transformers and Illest for a RWB Pandora One snowboard; Transformers and 686 for Optimus Prime and Stance TF snowboard jackets; G.I. Joe and Electric for snowboard goggles; Nerf and Little Gifts for Nerf Dog pet toys; Transformers and Under Armour for Bumblebee and Drift compression shirts; Transformers and Lincoln Park for a New Era cap and a Soundwave toy and t-shirt; My Little Pony and Shwings for Rainbow Dash show accessories; Mr. Potato Head and David Flores for a painting figure; Monopoly and Alex and Ani for charm bangles; Transformers and Osiris for Optimus Prime and Bumblebee sneakers; and Transformers and Shredders for an Optimus Prime knit sweater.

Waters says that The Hidden Room project has been a very organic process and that it has helped Hasbro's efforts not only to expand the audience of its franchises, but also to enhance their potential and position among major global retailers.

"Young kids are seeing the products and thinking they are cool, while Millennials have a retro reaction seeing brands that they grew up with translated in a new way," points out Waters. "We always lead our retail discussions with how current and relevant our brands are, and we show these products as examples of how creative you can be. We open their eyes to potential and reinforce that our franchises have a deep consumer loyalty that they can tap into."

Many of The Hidden Room deals are limited edition and not always renewed, even if they are successful and sell-through quickly.

"We will continue to bring in really hot new partners to elevate our status in pop culture and elevate those brands," says Waters. "We allow our partners a lot of license as to how they design and develop and we want them to explore and take risks."

"WE ESTABLISHED A VERY SMALL HOT HOUSE GROUP TO PARTNER WITH THE RIGHT KINDS OF BRANDS, THE RIGHT KINDS OF MEDIANS, THE RIGHT DISTRIBUTION CHANNELS AND TO BE VERY SELECTIVE SO THAT WE COULD CURATE PRODUCT THAT WOULDN'T NECESSARILY SELL LOTS, BUT WOULD PUT US IN GREAT STEAD WITH THE RIGHT KIND OF TASTEMAKERS."

—SIMON WATERS, SENIOR VICE PRESIDENT, GLOBAL LICENSING, HASBRO

with various artists, designers and high-end licensees that presented a new take on Hasbro's franchises from a very different perspective

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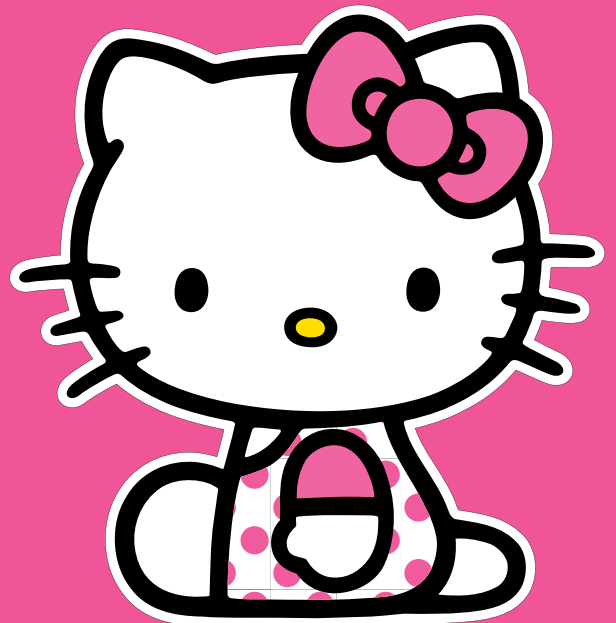
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HBO Pop-Up Stocks Exclusive 'Thrones' Wares

For a third year, HBO is bringing its "Game of Thrones" international exhibition around the world, stopping in mostly European markets.



Presented by HBO and its international partners, "Game of the Thrones: The Exhibition" features all-new installations focusing on key places, characters and relationships from the fourth season of the hit series.

Traveling alongside it this year is a pop-up version of the HBO Shop, which is selling "Game of Thrones" merchandise, as well as exclusive products only available to exhibition attendees.

Operated by Red Star Merchandise and positioned at either the exhibition entrance or exit, based on the venue, the pop-up shop is fully stocked with exclusive products including "Game of Thrones" t-shirts, pint glasses, tote bags, travel mugs and posters branded specifically for the exhibition. Additionally, fans will also find other best-selling "Game of Thrones" products including Funko Pop! vinyl figures, Mystery Minis and Mini Pop key chains; Dark Horse figures, playing cards, sigil pins and magnet sets; men's and women's apparel from TVM; canvas messenger bags, mugs and key chains from SD/Dirac; and pint glass sets, shot glass sets, tote bags, travel mugs and posters from Underground Toys.

So far, the HBO Shop pop-up has traveled with the "Game of Thrones" exhibition to London, Stockholm, Madrid, Berlin and Amsterdam, with a Paris date to be announced. There is also the potential for more markets to be added at a later date.



Francisco Arenas to Lead Billboard/Hollywood Reporter CP Division

Francisco Arenas has been appointed to oversee the growth strategy for licensing and merchandising of the *Billboard* and *The Hollywood Reporter* brands.

As senior vice president, business development and licensing, Arenas will build new global franchise models and monetization strategies for the brands.

"The addition of an executive expert within business development and licensing initiatives reinforces our commitment to continue to build and further extend our properties into new businesses by generating additional revenue streams for the company," says John Amato, co-president, *Billboard* and *The Hollywood Reporter*. "As the authoritative voice and one of the most trusted brands in music and Hollywood entertainment, our goal is to leverage the strength of our brands and proprietary content to develop strategic partnerships with current and new clients across media and non-media platforms. Francisco will play a key role in helping us reach this goal."

Arenas joins the organization from Believe Entertainment Group, a digital entertainment company, where he served as franchise development consultant, and Univision Communications, where he was the vice president, licensing/new business development. Arenas was also previously the senior director of ESPN, where he was responsible for building and growing the company's global consumer product program.

Recent deals for *The Hollywood Reporter* include a multi-year partnership with Tencent, a provider of Internet services in China; and a range of ergonomic *Billboard*-branded earbuds for Delta airline passengers.

"You don't often have the opportunity to join a company looking to build top brands into global franchises," says Arenas. "Music and entertainment programs influence and engage audiences worldwide, and companies are looking at our brands as a way to not only stay on trend and relevant with today's consumer behavior across new media platforms, but also reach younger audiences. I'm very excited about the opportunities ahead of us across new media content development, branded products, promotions, retail activations and experiences/events."

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Saving the licensing world before bedtime starts at Booth #D121 at Licensing Expo.

'Thunderbirds' New Products are a Go

ITV Studios Global Entertainment is ramping up efforts for its series "Thunderbirds are Go" around the world, and the company is continuing to support the property with new licensees in key product categories.

"The reaction to 'Thunderbirds Are Go' has been outstanding," says Trudi Hayward, senior vice president and head of global merchandise, ITVS GE. "With a top-class licensing program, strong broadcast figures and a rapidly growing international presence, the show is really taking the boys' market by storm. Our priorities now are to continue harnessing the show's momentum and adding to our fantastic licensee base. We're also committed to supporting the products as they go into stores with some exciting retail and marketing promotions."

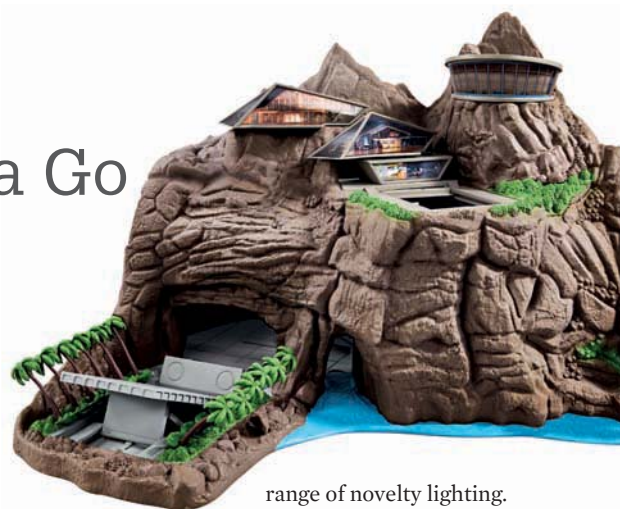
ITVS GE has signed Global Solutions for Clothing to launch a range of children's dress-up costumes inspired by the series.



The range will be led by key characters Scott and Virgil Tracy costumes.

In the apparel and accessories category, Fashion Lab will bring to market a range of boys' outerwear for mid- to high-end retailers; while Xcessories MC will manufacture children's apparel accessories such as hats, gloves and scarves. Aykroyd & Sons will launch a line of boys' nightwear and underwear, and Misirli will debut a collection of children's socks. Lastly, Alfred Franks & Bartlett will create boys' sunglasses.

Strengthening the stationery category, GB Eye will launch a range of posters, prints, gift sets and badges; and Star Cutouts will unveil its selection of boys' cardboard face masks and cardboard standees. Paper Projects has been signed for a range of sticker formats and reward charts, UP Global Sourcing expands the homewares category with its line of tissue products and DNC U.K. for lunchware and snack boxes. World's Apart will also produce a



range of novelty lighting.

Weta Workshop,

the series' production partner, will build the "Thunderbirds" gifting program and has signed Vivid Imaginations as the master toy licensee for worldwide manufacturing across Europe, Australia and New Zealand; Simon & Schuster and DC Thomson for publishing; and BeyondTheStory for digital content. In the U.K. and Eire, Danilo are on board for greetings and stationery, Posh Paws for back packs and bags, MV Sports for wheeled play, Smith and Brooks for children's apparel, DreamTex for homewares and Kokomo for personal care.



'Super Wings' Takes Flight in the U.S.

CJ E&M, one of Asia's leading content and media companies, is growing its scope of business as it looks to expand its animation properties into licensing and merchandising. Based in China since 2005, CJ E&M brings together the Chinese and Korean market and also acts as an agent for Western properties seeking a foothold in the countries.

CJ E&M is also expanding its efforts in North America, as well, as it brings its series "Super Wings" to the continent.

The first Korean/Chinese and U.S. co-production, "Super Wings" is a preschool 3D, CGI-animated show, with broadcast on network Sprout. (The series first aired in March.)

"'Super Wings' is a significant project, in which important players from the U.S., China and Korea have joined forces to create a successful mix of East meets West content," says Sehoon Chang, head of animation and global business, CJ E&M. "It is a great example of how unique content can be created when a number of different partners from differing backgrounds collaborate and work to their strengths."

The series centers on the adventures of little jet plane, Jett, and his travels delivering packages to children around the world. In each episode,

Jett must solve new problems with the help of his friends, the Super Wings.

According to Chang, since its launch in South Korea, the property has already secured 45 licensees in more than 160 categories; while in China, the series, which launched in the country in April, has already achieved more than 100 million VOD views.

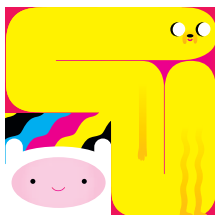
In the U.S., Alpha Animation and Culture's newly-launched subsidiary Auldey Toys North America will exclusively bring the brand's first range of toys to retail at Toys 'R' Us in October, with a national product rollout slated for spring 2016.

"Following our placement of the show on key international broadcast platforms, we are now working closely with our master toy partner Alpha to sign best-in-class licensing agents in each territory," says Chang. "Once the agents are in place, we will be able to plan our international product rollout in each territory."

CJ E&M is seeking to secure additional partners in the U.S. in categories such as publishing, apparel, back-to-school, accessories, stationery and food and beverage.

CJ E&M holds worldwide distribution rights to "Super Wings" outside of Asia and the Middle East, with Alpha overseeing those territories.

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Nitro Circus is on fire, literally and figuratively, as the action sports, cross-platform entertainment company enters North America and licensing for the first time.

Known for its daredevil athletes and daring live spectacle, Nitro Circus has steadily been building a brand for itself for years, but a strategic infusion of capital in 2013 really set the stage for the newest iteration that is fueling sports fans and driving its live entertainment strategy globally. Nitro Circus events bring together top athletes, led by motorsports star Travis Pastrana, in BMX, dirt bike, skateboarding, inline skating, snow mobiles and more to perform choreographed stunts for live audiences.

Nitro Circus is Ready to Conquer Retail

As it enters North America in full force this year (the company relocated its headquarters to Southern California from Australia last fall), Nitro Circus is turning its eye to licensing as a means to continually engage its fans and reinforce its messaging.

"The best way to describe Nitro Circus is that we are building the business to be a leading youth media company," says Peter Maule, global head of licensing, Nitro Circus.

Nitro Circus plans to enter the licensing arena with a focused program that looks to best-in-class licensees in the categories of apparel, footwear, headwear, sporting goods, video games, DVDs and more that will appeal to a male (18- to 30-years-old) and kid demographic. Products will be directly inspired by the athletes that perform with Nitro Circus and their incredible achievements.

"Our fan base is fashion-forward and has a cool factor," says Maule.

"Nitro Circus is absolutely authentic—these athletes are putting their lives on the line, so everything is 100 percent real at all times. With that in mind, the brand is also fun, humorous and aspirational."

Likely initial deals will focus on the core categories of apparel, and fulfill product such as t-shirts, hoodies, socks and headwear.

"We're also getting a lot of interest in the toy category," says Maule. "The play pattern of being able to create your own stadium or figures that are modeled after our riders is also a possibility."

Video games, digital and mobile applications are also categories the company is aggressively pursuing for licensing.

Nitro Circus aims to have product in market beginning in 2016, with a focus on specialty and mid-tier retailers first. A planned rollout to mass is likely to come in 2017 or 2018.

"We don't want to de-value our brand coming out the gate," says Maule. "We know we can seed this property intelligently and strategically so that it has a life span at retail for more than just a few years."

To further extend and support the Nitro Circus live events, the company also has several television deals in the works, with 48 hours of planned programming set to air over the next 12 to 18 months.

The first series, "Crazy Train," a competition show that also airs clips of stunts and tricks set to music, will hit TV screens in fall. Nitro Circus has additionally lined up six TV specials that will feature its athletes performing never-before-seen, death-defying stunts that aim to topple world records on camera.

"All of the television programs that are in development are to build brand awareness," says Maule. "In the action sports arena, we really don't have any competition that does what we do. We're in a unique position."

Nitro Circus is in the midst of a North American tour, with 25 additional shows set for later this fall. "Nitro Circus—Moto Mayhem," an all-new production, will launch this month, followed by another round of European shows starting in February 2016.

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GOODYEAR

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Goodyear's fashion collection explores the brand's past through retro typography and imagery.



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GOODYEAR Racing

SPORT

Goodyear's brand values of performance, power and speed combined with its racing tradition enhance the development of a technical premium collection.



IMG

LIFESTYLE COLLECTIONS





Beanstalk Diversifies with New Clients, New Offerings

In the spirit of Beanstalk's reputation as a full-service, global brand extension agency, the company has a host of new ventures, both deals and infrastructure enhancements, that will only reinforce its position as one of the world's leading licensing agencies.

First and foremost, Beanstalk has secured new client representations that add to its diverse portfolio of brands.

International pop artist Romero Britto has engaged Beanstalk to extend his branded artwork's visual style and themes of love, happiness and hope in North America and Europe.

Beanstalk will work to engage new and existing licensees for a wide range of Britto products that utilize his signature use of colors and patterns.

"Romero Britto's works are bold and vibrant, and his unique fusion of Cubism and Pop Art exudes feelings of optimism, happiness and hope," says Allison Ames, president, Beanstalk. "We are honored to be working with him and look forward to finding wonderful partners that will properly and artfully translate Britto's iconic style to beautiful and happy products around the world."

Beanstalk will look to partner Britto with licensees across a variety of categories including apparel, accessories, home furnishings, décor, housewares, toys and games, consumer electronics accessories and stationery, among others.

The agency has further been tapped to represent well-known beverage brands

Baileys and Guinness on behalf of Diageo.

Beanstalk will manage and expand Diageo's extensive program that already includes 40 licensees around the world in the categories of food, gifts and fashion and lifestyle.

To further enhance its offerings to clients, Beanstalk is building out its services, including its manufacturer representation and a new online tool that guides licensors through the partner selection process.

Beanstalk's Manufacturer Representation service answers a growing marketplace need to partner manufacturers and retailers with best-fit brands to bring new products to market, whether it be to reach new consumer targets, enter new brand categories and channels

of distribution or increase retail penetration.

Another offering to round out its full-service capabilities is its brand-new Brand Extension Indicator (BXI) tool, available via Beanstalk's consulting division, Blueprint—Powered by Beanstalk.

Launched in June 2014, Blueprint works with brand owners, retailers and manufacturers on strategies to evolve and optimize their intellectual properties. The BXI is a proprietary, customizable online tool that guides brand owners through the opportunity and partner selection process using quantitative and qualitative metrics to evaluate a brand's equities and viability in particular markets and the suitability of partners under consideration.

BXI will be introduced at Licensing Expo 2015, held in Las Vegas, Nev., June 9-11.



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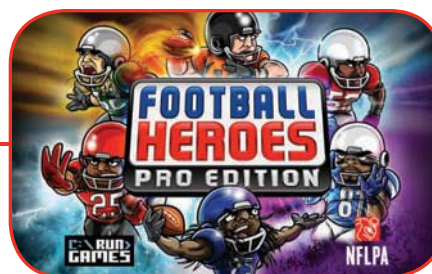
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Michael Marzola – President, Run Games

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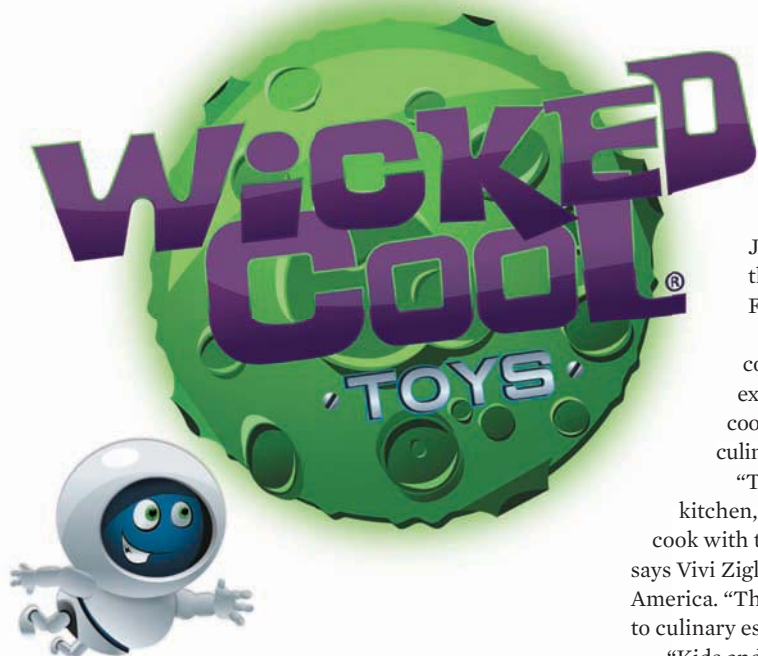


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Endemol Shine Cooks Up 'MasterChef Junior' Deal

Endemol Shine North America has tapped Wicked Cool Toys to extend its "MasterChef Junior" series to kid-friendly products inspired by the show, which is currently in its fourth season on Fox.

Wicked Cool will launch a kid-safe range of cooking items and tools come November, in an exclusive partnership with retailer Walmart. The cooking line is designed to empower children of all culinary levels and encourage them to improve their skills.

"There is clearly a new trend taking place in the kitchen, as children of all ages are now aspiring to not only cook with their parents, but to be a chef like those they are seeing on 'MasterChef Junior,'" says Vivi Zigler, president, digital, brand and audience development, Endemol Shine North America. "The new 'MasterChef Junior' cooking sets are the perfect way to introduce children to culinary essentials and a valuable extension of the 'MasterChef Junior' brand."

"Kids and families across the U.S. have loved 'MasterChef Junior,' making it a top-ranked show in its time period, and we believe they will love to get their kids in the kitchen, making masterpieces just like on the show," says Jeremy Padawer, co-president, Wicked Cool Toys.



Nickelodeon's 'Blaze' Hits TRU

Toys 'R' Us is the first retailer to feature the new Fisher-Price toy line based on the Nickelodeon preschool series "Blaze and the Monster Machines."

Featuring monster truck Blaze, his 8-year-old driver, AJ, and many of the show's other characters, the toy line is now available exclusively at Toys 'R' Us stores and online in the U.S. through the end of July.

"As the popularity of 'Blaze and the Monster Machines' continues to grow, we are excited to bring the adventures from the show into the homes of our fans," says Manuel Torres, senior vice president, global toys and publishing, Nickelodeon Consumer Products. "Fisher-Price has brought the signature styles, action and excitement from the show to life."

The range includes plush, vehicles, die-cast, a Slam & Go assortment of racing vehicles, talking toys and the Transforming Blaze Jet, which lets Blaze turn into a jet plane.

"Ever since 'Blaze and the Monster Machines' roared to life last fall, preschoolers have been clamoring for toys starring the show's entire gang of witty and vibrant characters," says Jamie Uitdenhoven, vice president, general merchandising manager, Toys 'R' Us U.S. "We worked closely with our partners at Fisher-Price and Nickelodeon to be the first retailer to race this action-packed line of playthings to shelves for little fans, providing them the opportunity to extend the high-octane stunts, songs and monster adventures from the show during playtime."





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Goodyear Steps into Footwear

Goodyear has officially launched its first line of men's footwear in the U.S.

In a deal led by IMG, Goodyear's licensing agent, the footwear line in partnership with SCL Footwear Group NYC is now available at major retailers across the U.S. including Nordstrom, Shoe Buy, Amazon and Orva Shoes.

"We have tested the market over the past few months by trialing a soft launch in the U.S.," says Lee Lemon, president, sales, SCL. "The positive feedback from consumers and retailers alike has meant we now feel ready to officially launch into the market."

The first products, a work and safety shoe line, are inspired by the core Goodyear brand attributes of technical innovation, durability and extreme weather performance.

"The Goodyear-licensed products include an extensive range of high-quality footwear, clothing and accessories," says Fabrice Faurie, vice president, licensing, IMG. "We are delighted that this first footwear line has now been launched and are excited by the rollout in the U.S. of the broader range, including casual styles and racing-inspired models."

"When it comes to footwear, Goodyear's commitment to quality, reliability and durability naturally transfers well to the products," says Nancy Ray, director, licensed products, the Goodyear Tire & Rubber Company. "Goodyear began making footwear in 1901, and the soles of these products provide a parallel with Goodyear tires, as grip, traction and durability have been central to the design principles of the footwear."



Playboy Expands in China with New Partner

Playboy Enterprises is expanding its presence in China through a new 10-year licensing partnership with Handong United.

Handong United will manufacture and distribute a wide assortment of men's and women's fashion apparel for the brand, including casual fashion apparel, formal and casual footwear and accessories such as belts, bags, backpacks, wallets and travel luggage.

"Playboy has demonstrated success in building a loyal consumer base by introducing a variety of modern apparel and accessories with a renewed focus on attracting a younger male and female consumer base," says Matt Nordby, president, global licensing and chief revenue officer, Playboy Enterprises. "We're enhancing our licensing portfolio with long-term, brand-enhancing partners, and Handong United is a partner that can deliver a premium and superior product quality. We look forward to teaming with Handong to design and create new products to further grow our China presence and reach the younger, fashion-conscious Chinese consumer."

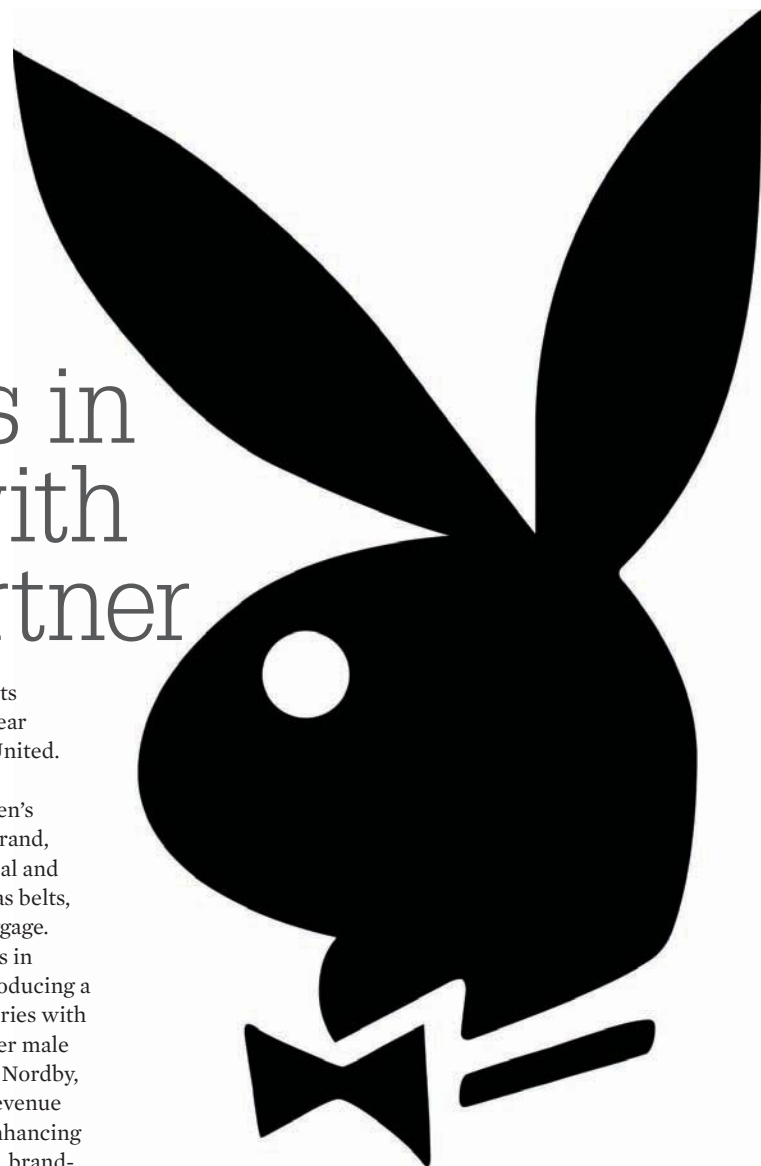
The new partnership will further expand Playboy's reach in the region beyond its current 3,000-plus retail touchpoints. The brand enjoys 97 percent recognition among Chinese consumers (source: Penn Schoen Berland), and has generated \$5 billion in retail revenue in China in the last decade.

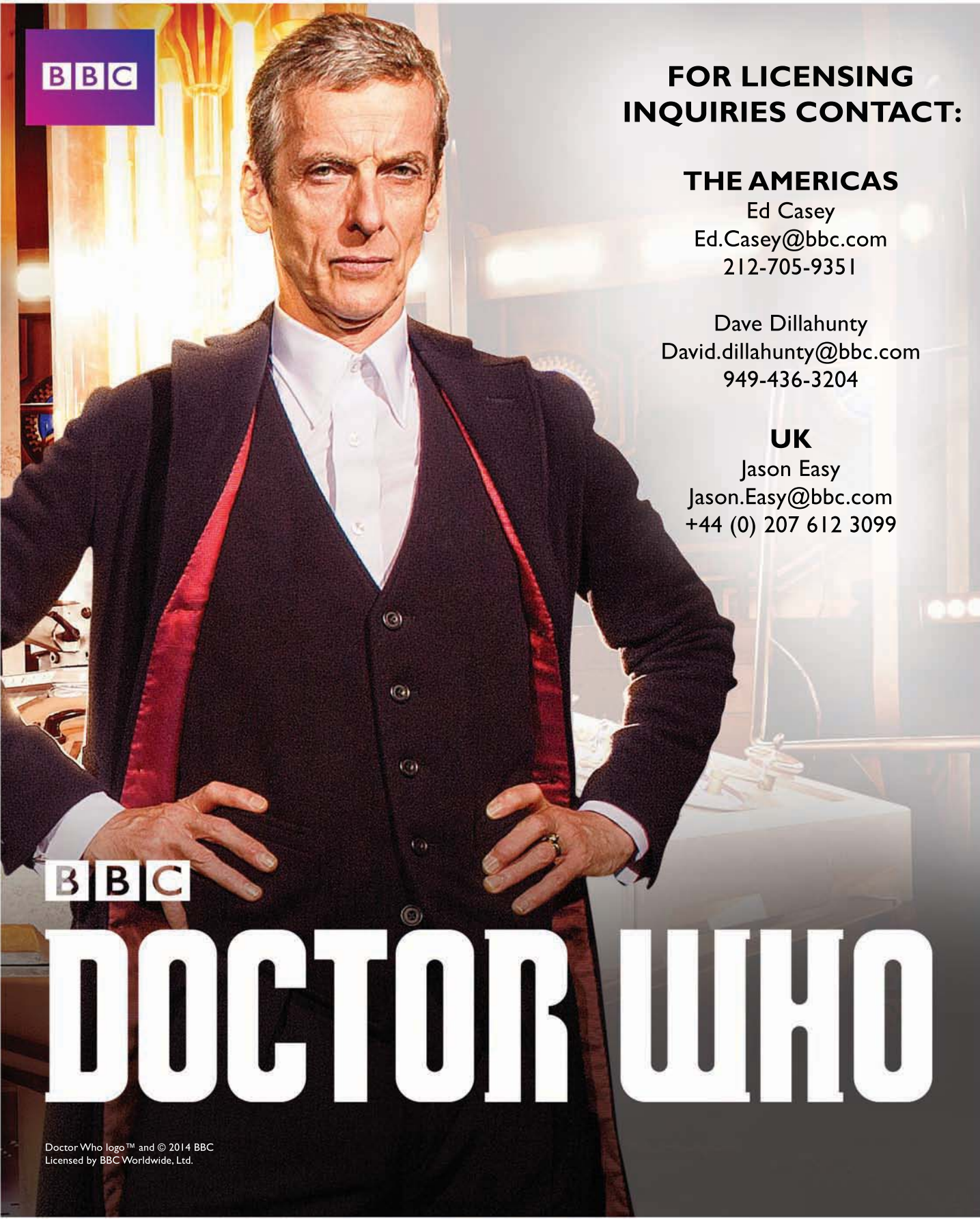
"We're proud of the fact that the Playboy brand has achieved household status as the one of the most recognized and popular brands in the world's leading retail market," says Scott Flanders, chief executive officer, Playboy Enterprises. "To achieve this leadership position without ever having a media entity in China is a testament to the tremendous power of our brand. China is one of our most

important markets, and we're committed to working with the highest caliber of partners to develop premium quality products to connect our brand to the future generation of Chinese consumers."

In addition to its efforts to broaden its footprint in Asia, Playboy is also focusing on expanding its existing audience and attracting a new generation of consumers with a revamp of its licensing portfolio. In recent years, the Company has partnered with a host of top-tier retailers and brands including Collette (Paris), Lane Crawford (Hong Kong, Beijing and Shanghai), Isetan (Tokyo), Marc Jacobs (global) and included fashion icon Kate Moss in the celebration of its 60th anniversary in 2014.

The brand also continues to generate momentum through its portfolio of long-time partners in apparel, footwear, luggage and accessories, who build Playboy through the Physical and VIP sub-brands, which have 1,000 and 180 points-of-sales respectively.





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Licensors Set Sights on China

In a survey of global licensors, executives pinpointed China as their prime target for global expansion, followed closely by Latin America.

International expansion is top of mind for executives at the world's largest licensors.

A recent survey by *License! Global* found that 89 percent of the higher-level executives have expansion in their sights, with 29 percent planning to grow their international business by more than 50 percent in the next five years.

Executives from major companies including Nickelodeon, Hearst, Aardman Animations, IMG, Viacom International Media Networks, DreamWorks Animations, Honda, The Walt Disney Co. and Under Armour all shared insights into the regions they believe are most promising for expanded licensing activities in this global survey, conducted throughout the month of May.

China is by far the market of most interest, with 62 percent of respondents pinpointing the country as an important global market for growth. The fact that it is the world's most populous nation makes China appealing to many companies, particularly in light of the country's

growing economic power and openness to Western brands. In fact, when asked if they had to choose just one country for expansion, 41 percent of those surveyed still selected China. (The next countries of interest were France, Germany, Spain and Italy, at 11 percent.)

The second highest region of interest for global expansion is Latin and South America, which includes Brazil and Mexico. Thirty-seven percent of respondents selected Latin and South America as an important region for growth, with 29 percent also choosing Mexico and 27 percent selecting Brazil (respondents were able to choose up to five different regions).

France, Germany, Spain and Italy (combined) tied with Japan and Korea (also combined) as the third most important regions being targeted for growth. Other territories that also ranked highly include Australia and New Zealand, Southeast Asia/Malaysia and India.

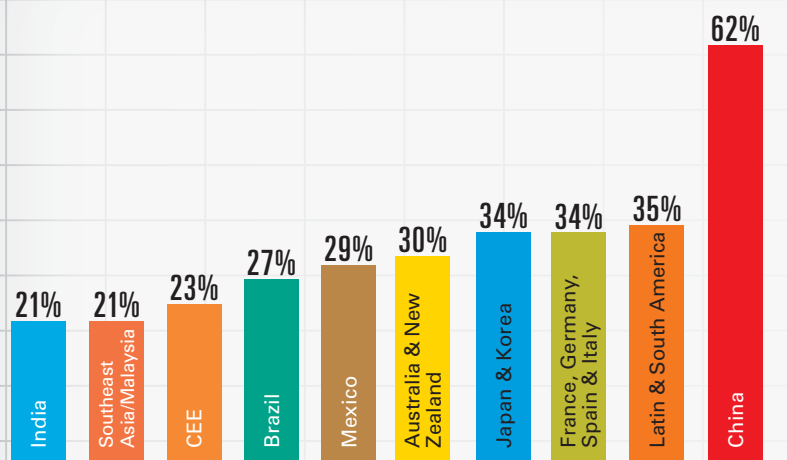
The BRIC countries are clearly still a huge

focus for expansion, with the exception of Russia, which appears to have fallen off as a target area for many companies. At the same time, India, which just barely made in into the top 10 regions of interest, is still on companies' radars, but appears to be less of an immediate goal.

Finding the manpower and resources to open new avenues of business is a time consuming and costly process, and executives highlighted a number of barriers that stand in the way including navigating cultural differences, dealing with different languages, getting a grasp on new legal structures and trademark laws and being able to find the right partners in new regions.

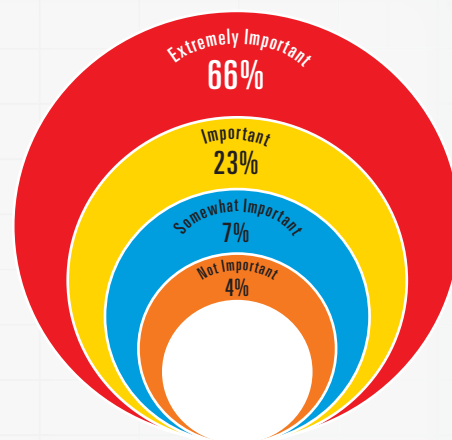
"With the globalization of brand licensing, international expansion has become more appealing and more of a priority than ever before," says Tony Lisanti, global editorial director, *License! Global*. "It's not surprising that China tops the list considering their interest in Western brands, fashion, entertainment and pop culture. This *License! Global* research study reinforces the retail and consumer trends that are already emerging not only in China, but throughout the world."

Global Market Survey 2015



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Express Launches Curated Collab for Pitch Perfect 2

Fashion retailer Express, in partnership with Universal Pictures and Gold Circle Entertainment, has launched a dual-gender clothing collection based on the upcoming film *Pitch Perfect 2*.

“Express is excited to be partnering with Universal and Gold Circle on *Pitch Perfect 2*,” says Patrice Croci, vice president, brand marketing, Express. “The looks of the Bellas and the Treblemakers align perfectly with our dual-gender Millennial consumer.”

The collection, curated by the film’s costume designer Salvador Perez, feature both men’s and women’s separates and accessories and is available now on the Express website. *Pitch Perfect 2* hit theaters May 15.

“Express has always been the go-to store for costume designers because the brand has such a wonderful design aesthetic with so many great options to choose from,” says Perez. “When styling the costumes for *Pitch Perfect 2*, I had many characters to dress and needed to project a variety of individual styles, several of which I found at Express.”

Nelvana Charms with ‘Little Charmers’ Softlines

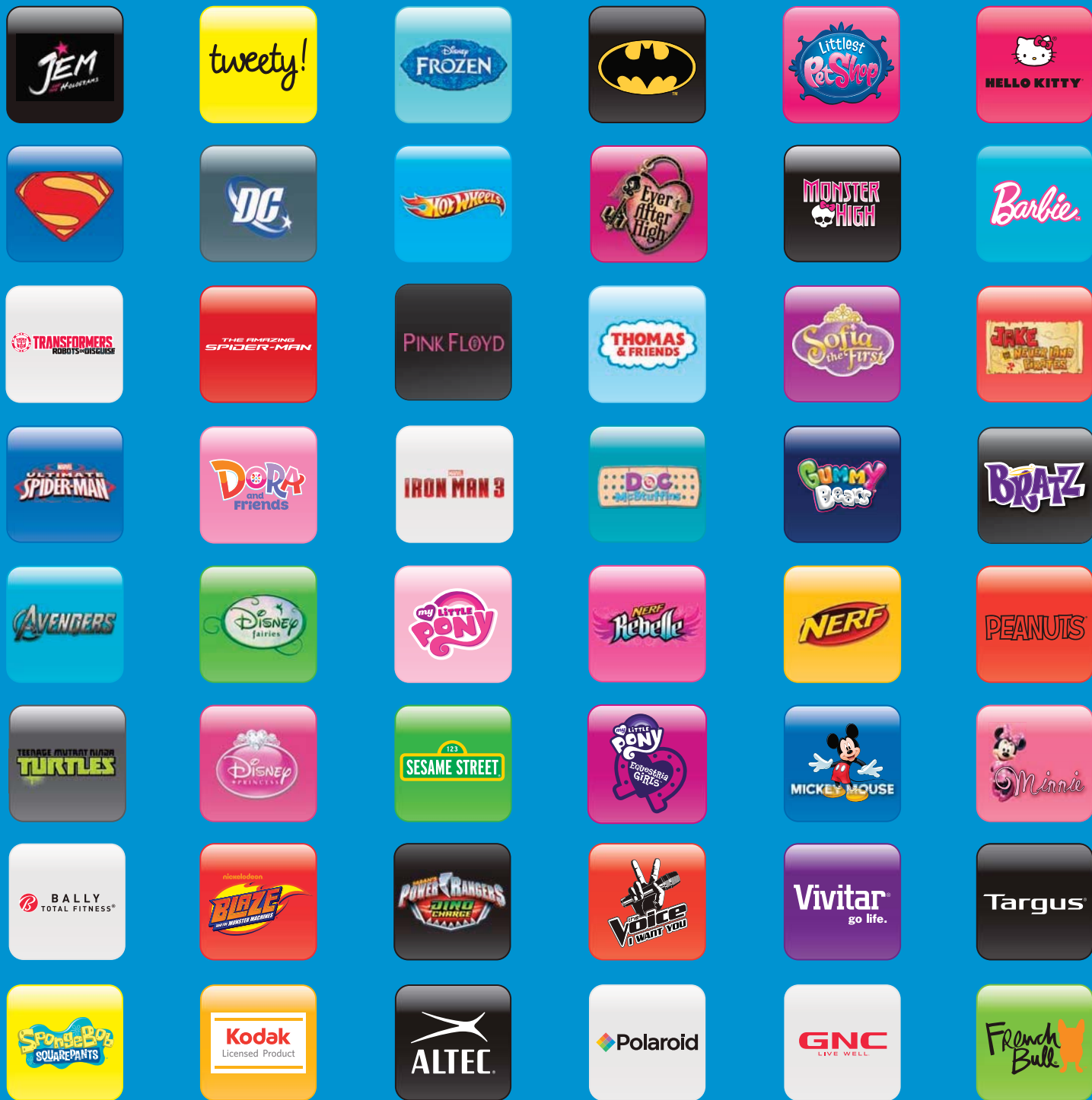
Corus Entertainment’s Nelvana has added five new softline licensees to its growing roster of “Little Charmers” partners.

The new additions include The Bentex Group and its divisions Extreme Concepts, Dreamwave and H.I.S. International (master apparel); SG Companies and its SGI Apparel Group (sleepwear) and SG Footwear (footwear); Franco Manufacturing (juvenile bedding and bath); Accessory Innovations (backpacks and bags); and Fantasia Accessories (jewelry, hair accessories, headwear, handwear and rainwear).

“Little Charmers,” which is produced by Nelvana and master toy partner Spin Master, launched last winter on Nickelodeon in the U.S. and on Treehouse in Canada.

Spin Master will release its “Little Charmers” toy collection to mass retail this fall with a range that will include mini-figurines, plush, dolls and role play for kids ages 2 to 5.





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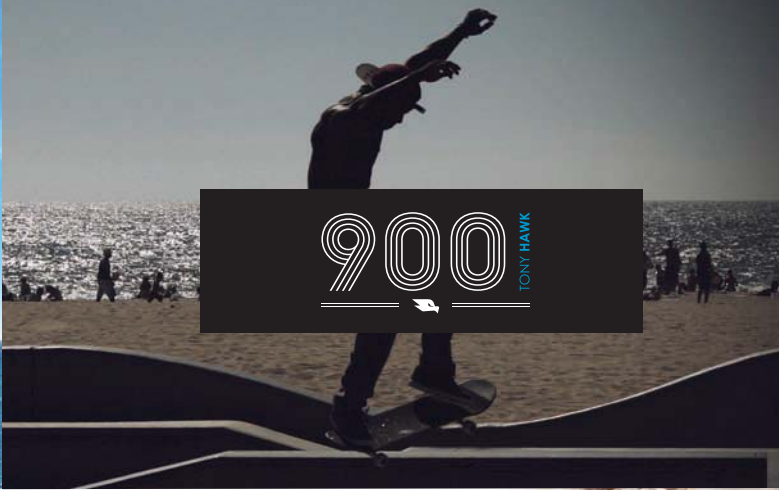
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'Angry Birds' Flocks to Brand Central

Rovio Entertainment has signed Brand Central to extend the "Angry Birds" licensing program into the food and beverage category in the United States.

"We're thrilled to be on board with Rovio at such an exciting time for the business," says

Ross Misher, chief executive officer, Brand Central. "Angry Birds' has proven that it is a brand

that translates well to food and beverage products, and we are confident that we have the experience and expertise to help Rovio build a full-scale consumer product program for 2016 and beyond."

The franchise is currently preparing for the release of its first feature-length film, *Angry Birds*, which is being produced by Rovio Entertainment in association with Sony Pictures Entertainment, who is also on board to manage film distribution and marketing. The movie will hit theaters in May 2016.

"We're delighted to be partnering with Brand Central," says Randi Spieker, vice president, consumer products, licensing and retail, North America, Rovio. "The team's extensive experience, relationships and expertise in both consumables and entertainment franchises will open new doors for the 'Angry Birds' brands and will enable us to extend our footprint within the food and beverage category."



Pokémon Debuts Fashion Capsule

The Pokémon Company International is getting into the limited edition fashion business with the launch of the Pokémon Boutique, a capsule collection.

In partnership with Japan LA Pop Culture Shop, the Pokémon Boutique collection features fashions from designers Japan LA, Omocat and Onch Movement, available exclusively at the Japan LA store in Los Angeles, Calif. The boutique will additionally carry other Pokémon apparel and souvenirs.

"We are thrilled to be partnering with Japan LA Pop Culture Shop," says Monika Salazar, director, licensing, The Pokémon Company International. "The Pokémon Boutique is a celebration of an enduring brand that has delighted fans of all ages for almost 20 years. As the premier purveyor of Japanese pop culture-inspired gifts and apparel in Los Angeles, Japan LA is the perfect location for showcasing our collection."

With more than 270 million Pokémon video games sold, 21.5 billion Pokémon Trading Card Game cards shipped globally, nearly 800 episodes in its animation library and an expanded licensing team, The Pokémon Company International has been reaching new audiences by introducing product lines and strengthening its fashion, home, toy and game and apparel ranges.



JCB Adds Four Kids' Licensees

British construction equipment manufacturer JCB has signed a raft of new licensing deals to further bolster its JCB Kids brand in the U.K. with the addition of greetings, toys, apparel and tableware.

The new licensing partnerships include:

- Gemma for a greetings line and giftwrap featuring the My First JCB brand. The range will include age and relation cards, along with gift bags and wrapping paper;
- Zippy Baby for JCB-themed baby garments including baby bandana bibs and gifting items;
- Kids Bee Happy for a range of sand art sets featuring My First JCB characters for

preschoolers and authentic JCB machines for older children;

- Sambro for key children's categories including 3D luggage, back-to-school and lunch and dinnerware.

Initial products from all four new partnerships will begin hitting shelves as early as July.

"I am delighted that, through these partnerships, we will be bringing to market exciting new products for our young fans," says Sam Johnson, senior licensing manager, JCB Consumer Products. "Everyone from babies to school children can now enjoy the new JCB Kids product ranges, which allow them to further engage with this iconic British brand."



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National Geographic, Toms Partner for Cats

Non-profit scientific and educational organization National Geographic is pairing with footwear company Toms in support of National Geographic's Big Cat Initiative.

Big cats in the wild are decreasing at an unparalleled rate. Since 2009, National Geographic's Big Cat Initiative has worked to reverse the decline through on-the-ground conservation and education projects.

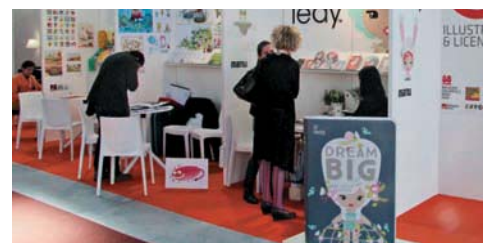
The partnership with Toms will create a special edition line of shoes to promote awareness of the issue. Each design in the Toms and National Geographic Big Cats collection will feature National Geographic branding and imagery from the society's image archive. National Geographic's net proceeds support its non-profit work in conservation,

exploration, education and cultural preservation.

"Our Big Cats Initiative is one of the cornerstones of National Geographic's work in animal conservation and wildlife protection,"

says Krista Newberry, senior vice president, licensing, North America, National Geographic. "We are pleased to partner with Toms to raise awareness of big cats and to further our commitment to protecting these majestic creatures for generations to come."

"I am excited to announce our partnership with National Geographic as part of the Toms Animal Initiative. It's been a dream of mine to work with big cats and this incredible organization. I look forward to sharing the new collection and continuing our journey together to drive awareness," says Heather Mycoskie, Toms.



Italy Hosts Licensing World at Three-Day Event

Italy's only licensing event, the Bologna Licensing Trade Fair, took place March 30 to April 1 and brought more than 700 brands to attendees over its three-day exhibition. BLTF is organized by BolognaFiere.

The eighth annual BLTF included such world-renowned brands as DreamWorks Animations, Coca-Cola, Jeep, Twentieth Century Fox, Masha and the Bear, Entertainment One's "Peppa Pig," Rainbow's "Winx Club," Pokémon, SmileyWorld and many others.

Of the 60 companies that exhibited, many different countries beyond Italy were represented on the show floor such as Spain, France, Germany, Portugal, the U.K. and the U.S.

The BLTF also included the event's first Licensing Prospect Day, a networking event that introduced new Italian manufacturers to the licensing world.

BLTF also hosted a Masterclass seminar over two days, dedicated primarily to the publishing sector.



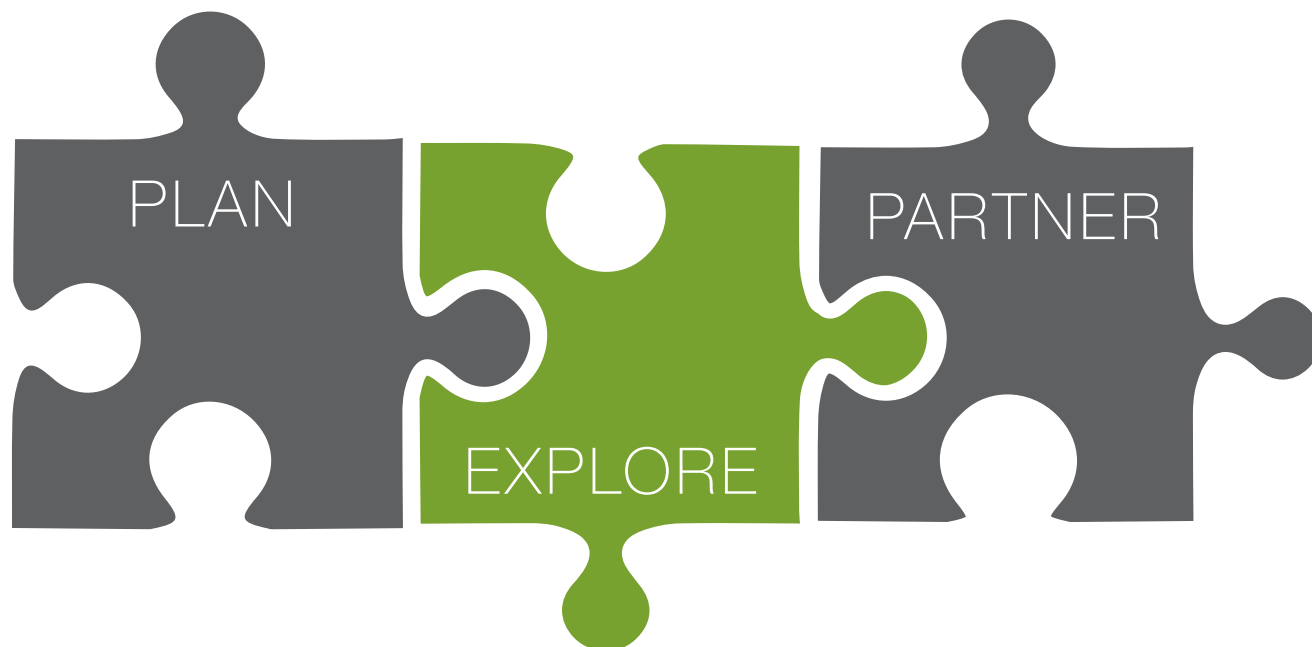
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LICENSING

EXPO

2015

10 THINGS NOT TO MISS AT LICENSING EXPO

Licensing Expo returns to Vegas with a host of new brands, returning favorites and topical features that hit on current trends in the marketplace. Here are 10 things to make sure to see at this year's show.

by Nicole Davis

No. 1—All Things Digital

The changing content landscape is top-of-mind right now and Licensing Expo has it covered, beginning with the inaugural Digital Media Licensing Summit. Taking place on the Monday before the show, June 8, the summit is designed to connect licensees, retailers and manufacturers with digital media companies and stars.

The event is held in conjunction with Licensing University, which is organized by show sponsor, the International Licensing Industry Merchandisers' Association. Featuring keynotes and panels that highlight new opportunities across the digital landscape, top executives from Kohl's, AwesomenessTV, YouTube, Maker Studios and United Talent Agency, among others, will speak, along with a range of digital stars Andrea Brooks, Hannah Hart and Connor Franta.

The digital highlights will continue on the show

floor from June 9 to 11 where digital exhibitors will include a number of YouTube stars, DreamWorks Animations' multi-channel network AwesomenessTV, Beanstalk's digital division Tinderbox and many more.

No. 2—Compelling Keynotes

On Tuesday, the focus on digital will continue with a keynote from YouTube celebrity and fashion designer Bethany Mota, who will deliver The Big Interview at 2:30 p.m. Mota will discuss her success in the digital arena in an interview that will be keynoted by YouTube's Benjamin Grubbs, head of family entertainment and learning, Asia Pacific.

A panel of top merchants and brand experts will open the first day of the show with the Executive Keynote Panel, "Where Is Retail Headed and How Will We Get There?" The 8 a.m. Tuesday keynote will feature Richard



Barry of Toys 'R' Us, Dow Famulak of Global Brands Group, Mike Fitzsimmons of Delivery Agent and Lisa Harper of Hot Topic and will be moderated by Marty Brochstein of LIMA. Both keynotes are free to Licensing Expo attendees and exhibitors.

No. 3—Licensing University and Awards

As always, LIMA has gathered together the best and the brightest for four days of learning and sharing designed to help executives take their business to the next level. This year, Licensing University will feature more than 30 different sessions covering topics ranging from the basics of licensing to how to leverage licensing programs to create positive brand affiliations. This year's program will also feature a series of roundtable discussions that will allow participants to connect with licensing peers and industry experts.

On Tuesday evening, LIMA will host its annual award ceremony which celebrates the best in licensing. This year's event will honor a record 142 nominees from 14 countries.

No. 4—Opening Night Party on the Beach

The first day of the show will close with a bang at the annual Opening Night Party, in association with Endemol Shine North America and sponsored by LIMA. The evening event, which will take place at the Mandalay Bay Beach Club at 8:30 p.m., will be co-hosted by Sony Music, who will present the girl group Fifth Harmony as the special guest performer.

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No. 5—Sports, Sports and More Sports

This year's show will feature an expanded lineup of sports brands including the Major League Baseball Players Association, NFL Players Inc. and Tottenham Hotspur. Other related exhibitors include IMG Worldwide, which will be presenting top sports brands such as the PGA Tour, Arnold Palmer, Wayne Gretzky, Sergio Tacchini and Yamaha; action-sports entertainment company Nitro Circus (more on that below) and One Entertainment, which represents the Pan-American soccer tournament Copa America 2016.

No. 7—Spotlight on Arts

A number of activations highlighting the work of innovative art and design brands will feature on the show floor. J'Net Smith of All Art Licensing returns to host the Art & Design Resource Center, a convenient location for meetings and to find matchmaking services. The Art & Design Launchpads offers emerging brands an entry point to the licensing industry, and gives licensees and retailers the chance to get in on the ground floor with fresh, new brands. The Art & Design area will also showcase a number of events including live painting by Robert Holton of Drizzle Studios! and graffiti artists Kreashun; a live stream of videos and art exhibitor interviews at the Art Moose booth; and art demonstrations from Stephen Fishwick.

No. 6—High Octane Entertainment

New exhibitor Nitro Circus Live, which features action-sports stunts on everything from BMX bikes to inline skates, will be showcasing its brand on the show floor with stunts performed live on site. Among the athletes slated to perform are James Foster, Beaver Fleming, Chris Haffey, Todd Meyn, Ryan Williams and Kurtis Downs.

No. 8—International Relations

In addition to exhibitors from more than 35 countries, this year's show will also feature country-specific pavilions for the U.K., Mexico, China, Japan, Brazil and Korea (both Mexico and the U.K. are making their Expo debut this year). Each regional pavilion serves as a commercial center for these countries, showcasing the full range of licensing activity in that region. New this year, the





second day of the show, June 10, will be marked as International Day, with the various country pavilions and other exhibitors hosting events to highlight their country's unique assets.

No. 9—Sourcing Resources

Featuring 20 factories that manufacture everything from apparel to toys, the sourcing zone provides a one-stop shop for licensors and licensees looking for the know-how and resources to bring product to market.

No. 10—Year-Round Support

No need for the deals to end just because the show has. LicenseConnect, the new online complement to Licensing Expo and its sister show in London, Brand Licensing Europe, offers access to exhibitor brands from both events 365-days-a-year. Licensees, retailers and manufacturers get free, unlimited access to brand listings year-round. ©



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LICENSING EXPO 2015

TOP NEW EXHIBITORS

This year, Licensing Expo is featuring an impressive slate of more than 150 new exhibitors. Here are 10 of the standouts.

by Nicole Davis

AwesomenessTV Booth #R187

This multi-platform media company, which is owned by DreamWorks Animation and Hearst Corporation, serves the global teen market through digital video content, consumer products, music and publishing.

The brand's YouTube network has more than 7 billion views across its 90,000-plus channels, and targets an audience of 16- to 24-year-olds. Beyond the content created by its vast slate of digital stars, the company also produces its own original TV and film content, including the recent social movie *Expelled*.

For its Licensing Expo debut, the brand will be showcasing both of its in-house and partner brands including AwesomenessTV Signature, FLhaunt, S.o. R.a.d., Polished and Awesomeness Beauty.

The S.o. R.a.d. brand was created in partnership with retailer Kohl's and features a four-season scripted YouTube series alongside a seven capsule

junior's apparel collection.

"Licensing and merchandising provides a great way for our audience to engage with the AwesomenessTV brand, in addition to creating new revenue streams for our digital native talent," says Jim Fielding, head of global consumer products, DreamWorks Animation and AwesomenessTV. "As a next generation media company focused on teens, we are excited to be exhibiting at Licensing Expo for the first time."

AwesomenessTV serves as the master licensing agent for many of the content creators on its channel including Ingrid Nilson ("Miss Glamorazzi"), Amanda Steele ("MakeUpByMandy24"), Josh Leyva ("YoMuscleBoii") and Sawyer Hartman ("Thru My Eyes"). Additionally, the digital company is also licensing its own brand, which draws on the overall culture and attitude of the network.

Fatburger Booth #H37

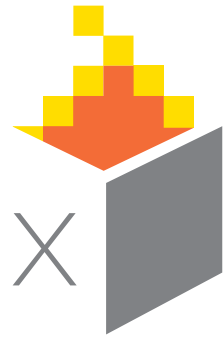
This California burger chain boasts 150 restaurants (both owned and franchised) around the world, with 300 more currently in development.

In May 2013, the company saw big success with a line of branded frozen hamburger patties at Walmart in the U.S., and its licensing program was born.

Now Fatburger is looking to expand with additional branded food ranges including condiments and other frozen offerings, as well as more general product categories including apparel and homewares, in particular grilling.



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As it makes its formal debut at the world's largest licensing marketplace, Fatburger is interested in pursuing both DTR and third-party licensing deals.

Imperial War Museums Booth #C54

Imperial War Museums, which is a collection of five British museums, has made its way across the pond after exhibiting at Brand Licensing Europe for several years.

Combined, the Churchill War Rooms in London, IWM London, IWM North in Manchester, IWM Duxford in Cambridgeshire and HMS Belfast in London, offer tens of thousands of posters, works of art, photographs, film footage and artifacts that catalog the lives of people who lived in the face of adversity.

The brand has already signed more than 30 licensees with product on shelves in the U.K. and overseas.

IWM is exhibiting at Licensing Expo alongside four other British brands, including the London Natural History Museum and the Shakespeare Birthplace Trust, in the new British Heritage Pavilion.



"IWM has exhibited successfully at BLE for several years and has attracted interest from licensees from all over the world," says Liz Bowers, head of publishing and brand licensing, IWM. "Through our shared history and experiences, there is a great affinity with U.S. licensees, and IWM is keen to further develop and consolidate relationships that have already started."

Maxim Booth #D69

The popular men's magazine *Maxim* has re-branded its image with a renewed focus on luxury lifestyle, high-profile celebrities, sophisticated style and engaging editorial content.

The international publishing brand reaches millions of

MAXIM

readers every month across its print and digital platforms. Now, the company is attending Licensing Expo to launch its new consumer products efforts, the aim of which is the expand engagement and deliver the aspirational but attainable appeal of the magazine to retail.

"*Maxim* is a highly valued and trusted brand," says Jill Tully, vice president, licensing, *Maxim*. "This powerful brand equity, combined with our global reach and repositioned look and feel is driving new creative and commercial opportunities to extend our brand experience through licensing and promotions."

Major League Baseball Players Association Booth #A63

The MLBPA protects the interests of every Major League Baseball player, promoting those players and developing opportunities for them, including opportunities in licensing.

This year at Licensing Expo, MLBPA will be showcasing its Players Choice group licensing program, which utilizes the collective marketing power of MLB players to partner with companies who want to associate their brands with the excitement of baseball and its stars.

In addition to developing licensing and sponsorship opportunities under the Players Choice banner, the MLBPA also works to facilitate relationships between brands and individual MLB players in product categories that include apparel, video games and apps, hard goods, collectibles and more.

"The worldwide popularity of Major League baseball players continues to grow every year," says Evan Kaplan, director, licensing and business development, MLBPA. "Each player has their own identity and brand, creating a variety of licensing opportunities and



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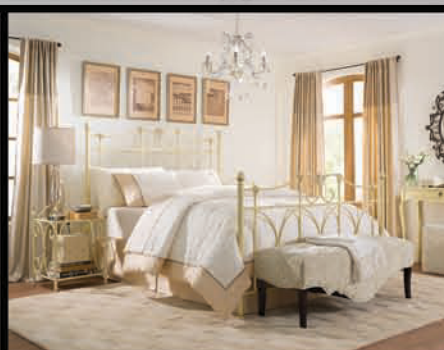
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partnerships. By exhibiting at Licensing Expo this year, we are looking to expand our consumer products beyond traditional product lines to connect with our legions of fans across the globe through a variety of new licensing partnerships and promotions."

National Wildlife Federation Booth #B155

This nearly 80-year-old organization is one of the largest private conservation non-profits in the U.S. Dedicated to education and advocacy, the NWF's primary goals are protecting wildlife and connecting people with the great outdoors. The company currently publishes three magazines—*National Wildlife Magazine*, *Ranger Rick* and the more recently launched *Ranger Rick Jr.* In addition to its core brand, the NWF will also be showcasing its *Ranger Rick* kids' character at the show.

Nintendo of America Booth #M177



Since the launch of the Nintendo Entertainment System in 1985, the company has sold more than 4.2 billion video games worldwide. Its current gaming platforms, which include the Wii U and the portable 3DS and 2DS, continue to lead the way in video game innovations.

Among the household names that it will be presenting at this year's show are "Super Mario," "The Legend of Zelda," "Donkey Kong," "Animal Crossing," "Pikmin," "Mario Kart," "Splatoon" and "Metroid."

Since 2013 the gaming company has worked with Jakks Pacific for a line of toys and costumes based on its classic characters.

Shopkins Booth #H177

Moose Toys will be highlighting its hit girls' toy brand Shopkins, which features hundreds of grocery-themed collectible characters.

After launching last year, the brand has gone from strength to strength and has already signed dozens of licensees with the help of agents The Licensing Shop, Nelvana and Bulldog Licensing.

Moose Toys will be showcasing the latest upcoming



toy series in the Shopkins range and unveiling further details about its larger plans for the brand, which include digital entertainment and more.

SkyMall Booth #G31

This 25-year-old retail brand, best known for its in-flight catalogs, is looking to go "beyond the seat-back pocket" with a licensing program that capitalizes on its global name recognition and connections to the travel industry.

The retailer currently offers thousands of functional, and occasionally unusual, products to millions of travelers each year through its in-flight and digital retail offerings. Now the brand is aiming for new heights. SkyMall is looking to develop new interactive retail activations such as pop-ups and in-store shops, as well as partner with other brands for product collaborations.

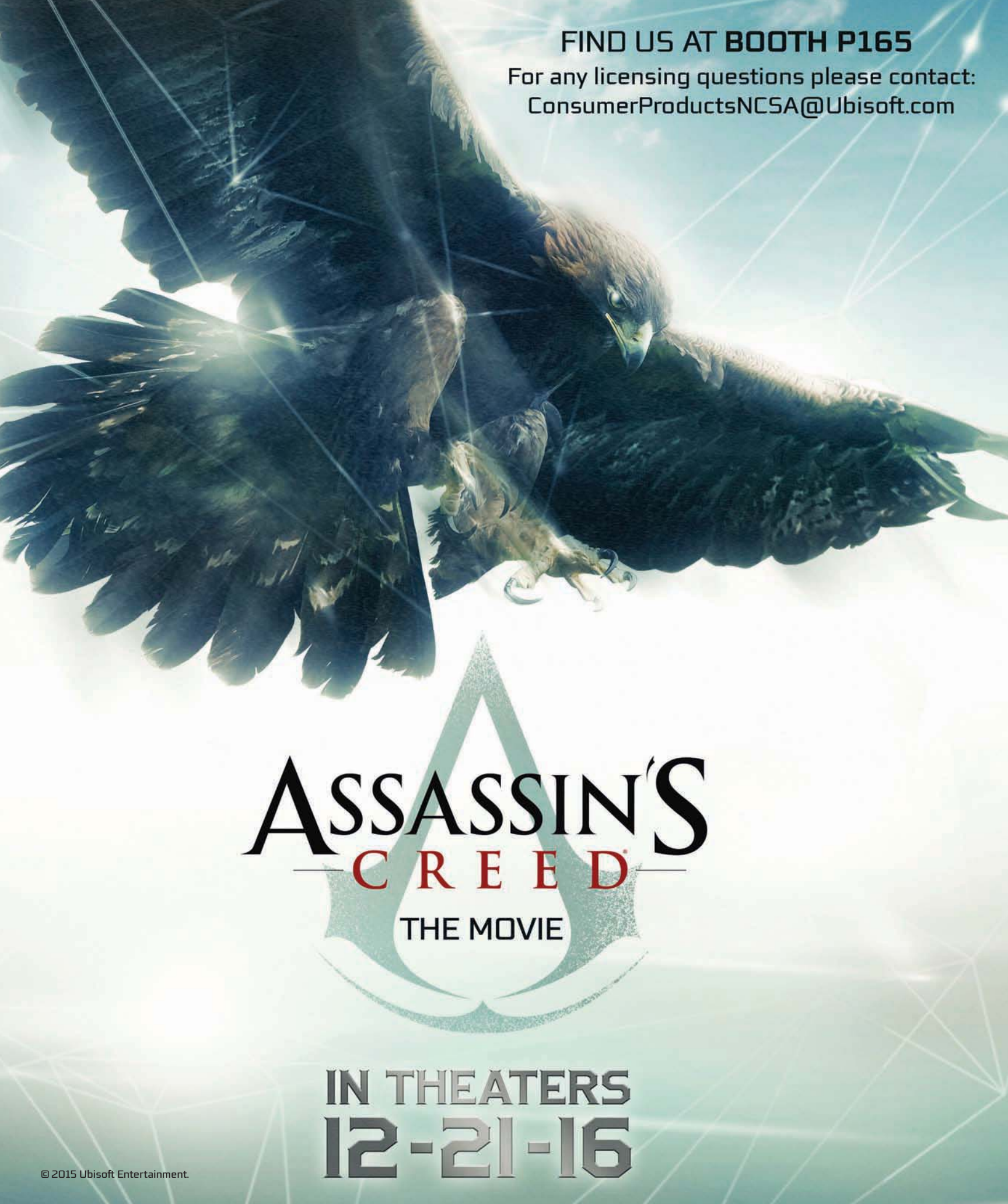
"Our goal is to bring the SkyMall brand back to its roots, back to the brands, products and technology that relate to all travelers," says Chaim Pikarski, executive vice president, C&A Marketing. "Our vision for the brand is to raise the profile of SkyMall, while connecting with today's travelers."

YouTube Booth #Q205

The pioneering video-sharing website will marks its 10-year anniversary this year. In just one short decade, YouTube has become an integral part of the lives of millions of people around world who discover, watch and share videos on the platform every day.

The Google subsidiary already boasts an online store full of branded merchandise, and now it is looking to help boost the brands of some of its top content partners.

Among the YouTube partners that will be showcased at Licensing Expo, in many cases alongside their licensing representatives, are "We Are Busy Beavers" (Brand Squared Entertainment), "CuteGirlHairstyles" and "BrooklynAndBailey" (M-Star Media), "Frederator," ChuChuTV Studios, Yoboho ©



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LICENSING EXPO 2015

SOMETHING FOR EVERYONE

These six specialized exhibitors are just the tip of the iceberg when it comes to the truly vast range of opportunities available at Licensing Expo.

by Nicole Davis

American Cancer Society Booth #A39

This nationwide, community-based health organization is dedicated to eliminating cancer as a major health problem.

The American Cancer Society is the largest volunteer public health non-profit in the U.S. and owns two of the largest fundraising events in the space—Relay for Life and

Making Strides Against Breast Cancer. Both events offer unique engagement opportunities for brands, as do the organization's mission-specific programs such as the Hope Lodge network of facilities for patients and caregivers; the Road to Recovery transportation program, which provides free rides to cancer treatment; and the Coaches vs. Cancer program, which engages

leading NCAA Division I men's basketball coaches to raise awareness and support the fight to end cancer.

American Mensa Booth #F34

American Mensa is the U.S. branch of the international society for people whose IQ is in the top 2 percent of the population. The organization currently has 56,000 members nationally and 110,000 members globally.

Now, for the first time, the organization is exhibiting at Licensing Expo and opening up its elite IP to the masses.

"We have attended the expo for several years," says John McGill, national marketing director, Mensa. "With the recent increase that we are experiencing with brands wanting to partner with the ultimate name in intelligence, it made sense for us to have a larger presence than simply attending. Needless to say, we are excited to be exhibiting this year and look forward to exploring new opportunities."

Among the product categories that American Mensa is pursuing are games, puzzles and brain teasers, mobile apps, publishing and extensions to its existing calendar lines.

Fuller Brush Booth #E30

The Fuller Brush Co. is presenting a reinvention of this classic American brand, designed to empower consumers to live "Fuller" lives.

When it launched in 1906, the company set the industry standard for a direct-to-consumer, door-to-door sales model. With a mission to "Make it work... Make it last... Guarantee it no matter what," the brand represents quality and trust to the millions of families that have invited Fuller Brush into their homes.

In 2012, Victory Park Capital collaborated with



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Rilakkuma™

Established in 2003, San-X launched Rilakkuma in Japan,
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The three unlikely friends appeared one day in the apartment
of a hard working Tokyo woman named Kaoru.

While she is at work, the three cute characters find ways to have
everyday relaxing adventures, Rilakkuma (combination of “relax” and kuma,
which is “bear” in Japanese) is a mystery wrapped in a bear costume,
Korilakkuma (ko means “small” in Japanese, added with “rilakkuma”)
is the mischief-loving companion, and Kiiroitori (“yellow bird” in Japanese) is
the exasperated friend who keeps busy dealing with the other two every day.
Rilakkuma spreads happiness and kawaii to everyone in the world.



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industry veteran David Sabin (innovator of the George Foreman Grill) to acquire the brand. In the three years since, the company has developed a range of retail lines across premium and mass chains, and Fuller Brush Co. appointed Alex Meisel & Co. as its licensing agent in February.



With core product focused on personal care and cleaning, the company is expanding into a host of new categories including publishing, garden, water filtration, health and wellness and automotive, all of which play on the current market demand for nostalgia brands.

"The value of a great brand is powerful, and The Fuller Brush brand is a tremendous asset," says Sabin. "There is a deep consumer connection to Fuller, both in the quality of the product and the positive personal experiences that families recall of the Fuller Brush man bringing premium product and integrity into their homes."

Old Guys Rule Booth #D43

Created to serve a new breed of older men (ages 35 to 90) who see their best years still ahead of them, the Old Guys Rule brand is described as "a badge of honor for a life well spent, but not nearly over."

The brand started with a bumper sticker and has since expanded into a worldwide lifestyle label with licensees in the U.S., Canada, Australia, Scandinavia and the U.K. Current product offerings range from t-shirts to watches to gifting.

Now the company is focusing on expansion, both domestically and internationally, with a particular eye on new partnerships in South America, Europe and Asia.

"I created Old Guys Rule as a tribute to my father," says Don Craig, founder and owner, Old Guys

Rule. "He was a great example of the man I wanted to become, and he lives on in the spirit of the brand."



PIXELS.COM

Pixels.com Booth #A82

This print-on-demand marketplace has revolutionized the way that artwork, home décor and apparel are bought and sold, by allowing artists from around the world to upload images and instantly sell them across a range of products.

Pixels.com is accessed by a global audience of online buyers searching for new products that include everything from canvas prints and greeting cards to throw pillows and phone cases.

Established in 2006, the site receives more than 10 million monthly visitors and boasts eight global fulfillment centers. More than 500,000 artists and brands are already present on the platform, with more joining every day.

Visual Icon Booth #V197

This licensing agency manages clip, still, character, scene and branding rights for a number of movie libraries including Miramax, Summit Entertainment, Saban, Voltage Pictures, Goldcrest Films, The Grammys and more.

A true innovator, the company has helped brands redefine what's possible when it comes to film licensing and helps clients through every step of the process of developing clips for use in brand messages.

Visual Icon's library, which boasts 50,000 clips, is the largest film library of its kind in the world.

"We've been at the forefront of the most creative campaigns in the past few years ranging from 10 Samsung campaigns to the Winston Wolf license, the largest license of a property that is not Marilyn Monroe," says Brian Merriman, chief executive officer, Visual Icon. "Licensing Expo is the perfect venue to introduce for the first time a range of new services we are rolling out this calendar year." ©



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LICENSING UNIVERSITY 2015

The Basics of Licensing

6/8/15 9AM-11:15AM Tradewinds F

PARTICIPANTS: Linne Kimball, Reebok International; Liz Kalodner, CBS Consumer Products; Stuart Seltzer, Seltzer Licensing Group; and Will Thomson, Changes

This introductory course will present the fundamentals and best practices of licensing on a variety of fronts. Find out how and when to use licensing to realistically grow a business; basic terminology, roles and responsibilities of licensors, licensees and agents; risk factors; how licensees evaluate properties; how licensors evaluate properties; protecting your rights; and much more.

The Basics of International Licensing

6/8/15 11:30AM-1PM Tradewinds F

PARTICIPANTS: Chris Evans, Oxford Limited; Louis Lee, Interasia & Associates; and Marc Jeffrey Mikulich, MJM Consulting

The global nature of the licensing business means that fewer and fewer deals are limited to a single country or region. That impacts the marketing, logistical, legal and retail aspects of the effort. This session will give a look at these and other factors that need to be considered in an international licensing program.

The Basics of Licensing Law

6/8/15 2PM-3:45PM Tradewinds F

PARTICIPANTS: Ellie Trope, MGA Entertainment; Greg Battersby, Battersby Law Group; Jed Ferdinand, Ferdinand IP-24 IP Law Group; and Jessica Elliott Cardon, Camuto Group

This seminar will cover the key legal issues that impact licensing. Issues covered will include the structure of licensing agreements, protection of properties under trademark, copyright and patent laws, intellectual property basics, enforcement of rights, international considerations and more.

Keynote Panel: The Future of Retail

6/9/15 8AM-9AM Islander D

PARTICIPANTS: Dow Famulak, Global Brands

Group; Lisa Harper, Hot Topic; Mike Fitzsimmons, Delivery Agent; Richard Barry, Toys 'R' Us; and Marty Brochstein, LIMA

Faced with an ever-evolving consumer marketplace and retail landscape, licensing executives will get a chance to gain insights from an exciting panel of top merchants and brand experts during the Executive Keynote Panel. The recent holiday season only brought into sharper focus the forces shaping the worlds of branding and retail—the expansion of Black Friday into Black November; the effects of eCommerce on shopping patterns; the pervasiveness of omnimedia marketing strategies; the roles played by private brands, directly licensed brands and exclusives; and many other factors.

What Every Licensing Professional Should Know About Royalty Rates

6/9/15 9:30AM-10:45AM Tradewinds F

PARTICIPANTS: Adina Avery-Grossman, Brandgenuity; David Niggli, Chasing Fireflies; Kelly Knock, Under Armour; Martin Cribbs, Cribbs Consulting; Tricia Samuels Laudisa, MGM Studios; and Warren Schorr, Crayola

This course will offer a 360-degree view on royalty rates—what they are, how they differ by category, how they relate to margins and cost of goods.

How to Maximize the Effectiveness of Your IP Program Through Promotion

6/9/15 9:30AM-10:45AM Islander E

PARTICIPANTS: Christopher Chase, Frankfurt Kurnit; Eunnie Hur, consultant; Faith Wall, Shark Licensing; Jenifer Kramer, Jenerosity Marketing; Russell Brown, Valiant Entertainment; and Susan Miller, Mixed Media Group/Bolder Media/Cupcake Digital

The presentation, shows store check results of programs that effectively use promotions to enhance their licensing programs, examples from programs currently in-market and a review of various opportunities that can be negotiated for during the license acquisition phase, by both licensors and licensees.

Key Factors to Consider Before Jumping Into Art Licensing

6/9/15 11:15AM-12:30PM Islander E

PARTICIPANTS: Jennifer Pugh, artist; John Mavrakis, Ideaologie; Melissa Schulz, ideaologie; and Tara Reed, Tara Reed Designs/Artlicensinginfo.com

It takes more than great art to succeed in the art licensing industry these days. Learn the four key factors for success that artists should consider. You'll get a candid look at what it really takes to make it in art licensing.

Digital and Streaming Entertainment Trends and How they will Affect Licensing

6/9/15 11:15AM-12:30PM

Tradewinds F

PARTICIPANTS: Careen Yapp, Gakai, Div. of Sony Computer Entertainment; Lydia Winters, Mojang; and Marc Mostman, Striker Entertainment

The ways to deliver entertainment to consumers continues to rapidly change and expand. A panel of guests, active in streaming, will talk about trends, case studies on success stories and challenges and where this industry may be headed.

How to Build a Licensing Plan

6/9/15 1PM-2:15PM Tradewinds F

PARTICIPANTS: JJ Ahearn, Licensing Street; and Woody Browne, Building Q

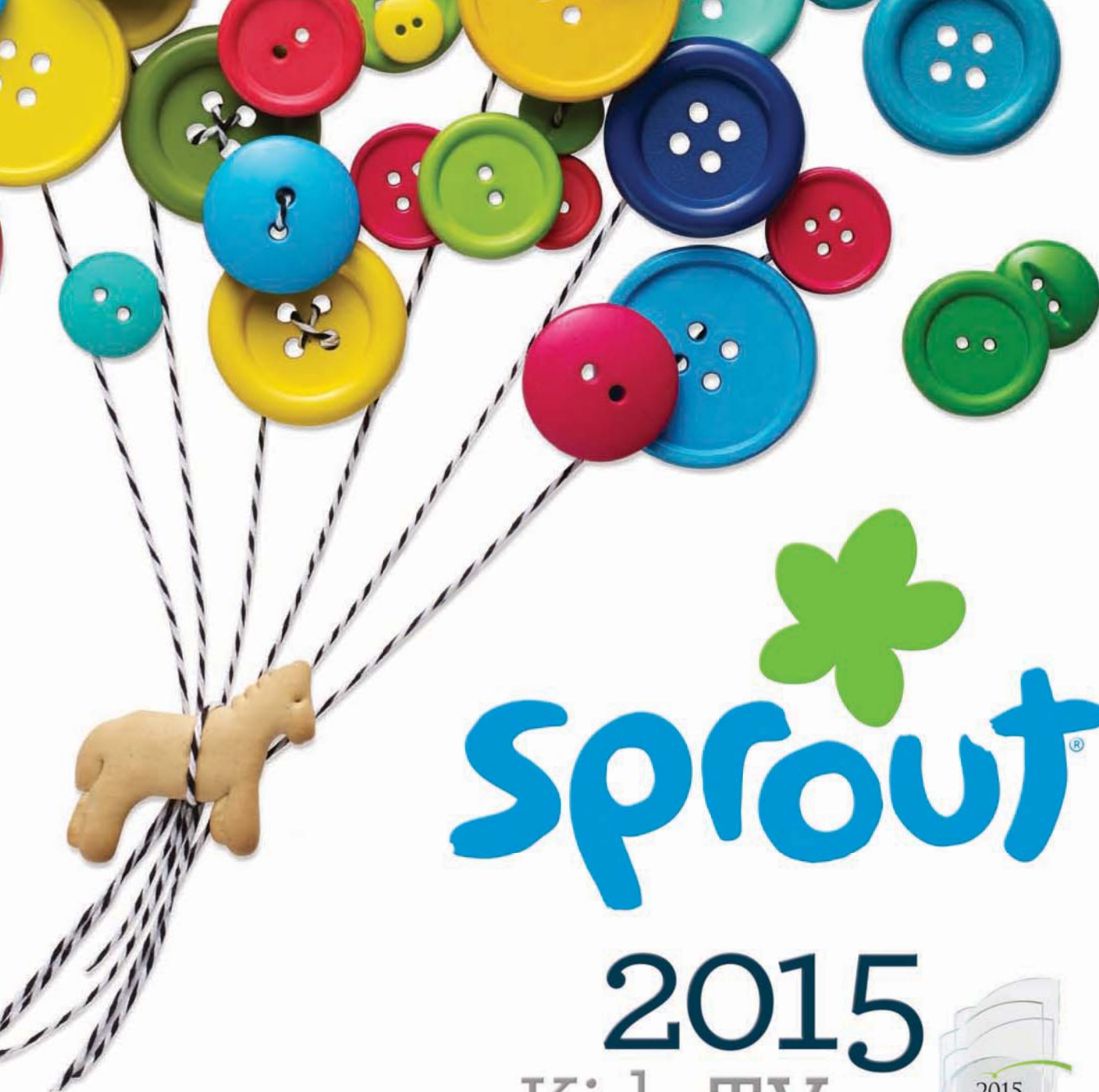
This session will provide manufacturers and licensors with step-by-step, fundamental information to help make good decisions in developing licensing plans through basic education, examples and experience.

Sports and the Global Licensing Market

6/9/15 1PM-2:15PM Islander E

PARTICIPANTS: Rob Striar, M Style Marketing

This session will discuss how sports brands and corresponding licensing opportunities are evolving on a global scale.




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DIGITAL MEDIA LICENSING SUMMIT

MONDAY, 6/8/15

Opening Fireside Keynote

11:45AM-12:30PM *Islander E*

PARTICIPANTS: Malik Ducard, YouTube

A high-level digital media executive discusses the future of licensed personalities and IP emanating from digital media.

The New Face of Beauty

12:30PM-1:15PM *Islander E*

PARTICIPANTS: Nathan Coyle, Refinery 29; and Noël Bahamón, Style Haul

Millions of young women are learning beauty tips and developing brand preference by watching videos created by their favorite digital stars. Realizing the significant and sincere influence of these creators, beauty brands, retailers and publishers are doing more and more to partner with the right digital talent. The opening panel of the Digital Licensing Summit will explore the massive category of online beauty experts.

Influencing the Home and Beyond

1:15PM-2PM *Islander E*

PARTICIPANTS: Connor Franta, YouTube vlogger, internet personality, philanthropist, author and entrepreneur; David Yeom, The Honest Company;

Hannah Hart, YouTube star; Natalie Novak, United Talent Agency; and Oren Katzef, Tastemade Home goods—from the kitchen to the bedroom or garden—has always been a consistent space for licensed, personality-driven products. Many of the most popular creators on YouTube fit squarely into the home category, with shows and series focused on cooking, baking, entertaining and design. This panel will introduce you to some of those superstars, and explore some of the ways they are taking their creativity—and huge legions of fans—out of the digital realm and into retail stores near you.

The New Fashion Influencer

2:30PM-3:15PM *Islander E*

PARTICIPANTS: Amy Kocourek, Kohl's; Brent Weinstein, United Talent Agency; Jim Fielding, DreamWorks Animation & AwesomenessTV

From "haulers" to the true style mavens of the Internet, the global fashion business is being transformed by a new generation of designers and curators. This panel will explore how large retail brands and manufacturers are working with digital talent to grow their business, and reach those elusive younger consumers.

Closing Fireside Keynote—From Views and Subscribers to

Brick-and-Mortar: How Digital Powerhouses are Partnering with Traditional Retailers

3:15PM-4PM *Islander E*

PARTICIPANTS: Andrea Brooks, AndreasChoice; Jenny Fancy, Maker Studios; Samantha Woolf, Blue Group Entertainment; and Tati Westbrook, YouTube Beauty Expert

Started in only 2012, AwesomenessTV is one of the largest digital multi-channel networks for tweens and teens, boasting over 73 million subscribers and over 7 billion video views. Founder and chief executive officer Brian Robbins, who spent decades creating hit shows and teen celebrities on Nickelodeon, Disney and The CW networks, has turned ATV into a true powerhouse, with hit digital films and series including the AwesomenessTV's eponymous weekly sketch show on Nickelodeon, films like Terry the Tomboy and Expelled, and a number of successful ongoing series for AwesomenessTV digital channels. In 2014, AwesomenessTV and Kohl's announced a first-of-its-kind partnership to create a new line of apparel, S.o. R.a.d. Senior executives from both ATV and Kohl's will take the stage to discuss the genesis and future of this innovative partnership.

The Big Interview with Bethany Mota

6/9/15 2:30PM-3:30PM *Islander D*

PARTICIPANTS: Benjamin Grubbs, YouTube; and Bethany Mota, YouTube sensation, entrepreneur, fashion designer and digital influencer

YouTube sensation Bethany Mota will share her experiences with brand extension in the digital space. In only five years, Mota has become one of the most recognizable names in the digital world. Today, Bethany's YouTube channel has over 8 million subscribers, and her videos have been viewed over 800 million times. Mota will share valuable lessons on connecting with consumers on a personal level and how this has influenced her vision for the future of her brand. In 2013, Bethany designed and launched the first of many collections for the apparel brand Aeropostale. Bethany will discuss the evolution of her licensing program and key strategies for finding the right partners to expand her brand. The interview will be moderated by Benjamin Grubbs, head of family entertainment and learning, Asia Pacific, YouTube.

Tapping into the Power of the U.S. Hispanic Consumer

6/9/15 4PM-5:15PM *Islander E*

PARTICIPANTS: Ignacio Meyer, Univision Communications

The retail licensing opportunity among U.S. Hispanics was estimated at \$11 billion in 2013, making this market the 16th largest in the world. This presentation will provide insights on the power of this consumer group and why they should be a key target.

Royalty Reporting from Global Markets

6/9/15 4PM-5:15PM *Tradewinds F*

PARTICIPANTS: Adam Wolff, The Walt Disney Co.; Bill Kehoe, Saban Brands; Guido Marx, Equity Management; Mali Kasina, Mattel; and Stuart Burns, Fisher Forensic

Because local side deals and practices often take place below both the licensor's and the agent's radar, licensors can become resigned to the fact that money will be left on the table—but it doesn't have to be that way. Knowing what goes on locally is more than half the battle. This is a rare look at what really goes on, somewhat removed from the dry reading of a royalty statement.

Roundtable Discussions: Session 1

6/10/15 8AM-9:45AM *Tradewinds F*

PARTICIPANTS: Alan Kravetz, Leveraged Marketing Corp. of America (LMCA); Karen Raugust, Raugust Communications; Marie-Cécile Girard-Jones, The Hasty Pudding Institute of 1770; Melissa Fraley Agguini, Moza's Closet/MFA Associates; Richard Gottlieb, Global Toy Experts; Sidney P. Blum, Stout Risius Ross; Susan DeRagon, UL Consumer; and Tamra Knepper, Knockout Licensing

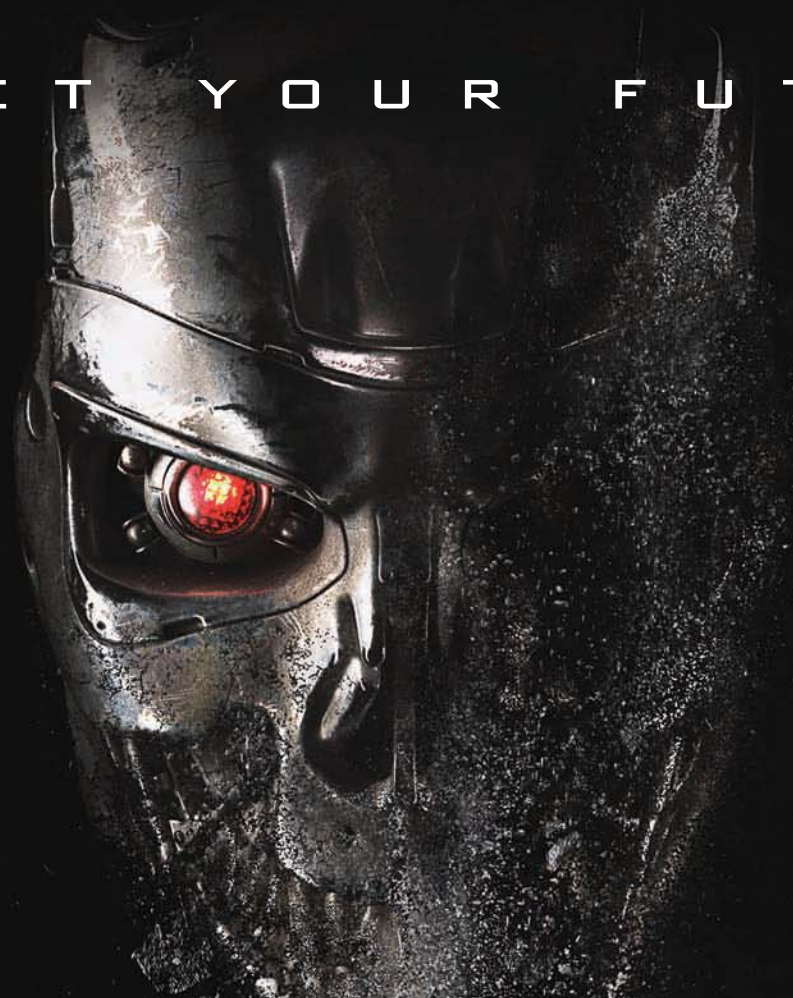
TABLE DISCUSSION TOPICS: Licensed Publishing in the Digital Age, Nuts and Bolts of Starting a Licensing program From Scratch, The Convergence of Play and Multiple Platform Branding, Licensors: Don't Get Burned by Bad Contract Language, The Licensing Tightrope: Feeding Fan Demand while Building Brand Longevity, Licensing Niche Brands, Creating a Compliance Regimen and How to Evaluate a Brand for Licensing.

Roundtable Discussions: Session 2

6/10/15 10:15AM-12PM *Tradewinds F*

PARTICIPANTS: Andrew Koski, Miller Kaplan Arase; Christine Cool, Perfetti van Melle Group; and Dalia Benbassat, Tycoon Enterprises; Elisa Webb Hill, XYZ University; Ian Downes, Start Licensing; Jim Sachs, Harris-Sachs; John Parham, Parham Santana—The Brand Extension Agency; Scott Sellwood, Source3; and Stan Madaloni, Studio2pt0

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TABLE DISCUSSION TOPICS: Revitalizing Classic Brands, In the Trenches—Selling of Licensed Products, Licensing for 3D Printing, Preparing Your Brand For Licensing, Don't Just Build a Style Guide—Build A Retail Program, How to Win at Retail: The Five Rules, Getting Gen Y to Buy, What You Need to Know About Licensing in Mexico and Accounting Issues in License Agreements.

Monetizing Hot Market Events and Micro Moments

6/10/15 12:30PM-1:45PM *Islander E*

PARTICIPANTS: Brian Swallow, B-Company; Fanatics; Cole Price, University of Alabama; Olin Arnold, Collegiate Licensing Company; Tim Hawks, Fermata Partners; and Wade Whitehurst, Box Seat Clothing Co.

The convergence of e-commerce and online sports news coverage has radically changed the opportunity for monetizing key sporting events ranging from the Super Bowl to smaller micro moments such as key athlete milestones and accomplishments. We'll share key statistics and findings gathered from nearly 20 years of experience in the online sale of sports licensed merchandise.

Working with Agents and Consultants

6/10/15 12:30PM-1:45PM *Tradewinds F*

PARTICIPANTS: Mark LaBrecque, Krispy Kreme Donut Corp.; Renae Lopez, MHS Licensing; Ross Misher, Brand Central; and Steven Cohen, Brandgenuity

Licensing agents/consultants can play a central role in the development of an effective licensing program. How do you determine if you need an agent or consultant? How do you determine who's the best? Panelists will include executives who work with corporate trademarks, entertainment and character properties and art properties.

Anatomy of a Licensing Agreement

6/10/15 2:15PM-3:30PM *Tradewinds F*

PARTICIPANTS: Greg Battersby, Battersby Law Group

A clause-by-clause discussion of a typical merchandise licensing agreement with an explanation of the purpose of each clause and suggested negotiation points for both licensors and licensees.

Testing the Limits of Your Licensing Program

6/10/15 2:15PM-3:30PM *Islander E*

PARTICIPANTS: Carole Postal, Knockout Licensing/CopCorp Licensing; Rich Maryanuk, Big Tent Entertainment; and Steve Scebelo, NFL Players Inc. In this session, explore ways to test the limits of your licensing program, maximizing the brand while maintaining an authentic voice focusing on athlete and celebrity licensing. Discussion topics include: co-

brand partnerships, on-demand products, developing and owning retail channels, innovative technology and managing other intangibles that effect the success of a cutting edge licensing program for athletes and celebrities.

Leveraging Licensing for Positive Brand Affiliation

6/10/15 4PM-5:15PM *Islander E*

PARTICIPANTS: Marc Jeffrey Mikulich, MJM Consulting; Ray Uhler, Leveraged Marketing Corporation of America; Robert M. Schwartz, The Licensing Company, A Member of Global Brands Group; and Tamra Knepper, Knockout Licensing This session will cover such techniques as licensed co-branding, ingredient branding, cause marketing, among others, to enhance a brand's visibility, perception, etc. while simultaneously generating revenue.

Licensing for Growth: Winning Strategies to Generate and Maintain Growth

6/10/15 4PM-5:15PM *Tradewinds F*

PARTICIPANTS: Bruno Shwobthaler, Licensing for Growth; Nicolas Loufrani, The Smiley Company; and Peter Warsop, Panini

This session will examine a wide range of tactics and strategies that have been used to grow licensing business. We'll look at examples of winning strategies from various industries, defining the key commonalities of successful programs. We'll also look at future opportunities, including the convergence of sports and entertainment, co-branding and co-marketing and storytelling and branded content.

Online, OnProduct and OnStreet Enforcement—A Comprehensive Brand Protection Model

6/11/15 9AM-10:15AM *Tradewinds F*

PARTICIPANTS: Bill Patterson, OpSec Security; Clare Neumann, CMG Worldwide; and Michael Van Wieren, Learfield Licensing Partners

By 2015, the International Chamber of Commerce expects the value of counterfeit goods globally to exceed \$1.7 trillion, which is more than 2 percent of the world's total current economic output. This session will include a panel of speakers that will share insight and discuss how their companies have attacked this problem, from scouring the internet and shutting down e-commerce listings of fakes, tagging and tracking their product throughout the supply chain, to raiding counterfeit operations and taking legal action.

How Kids View Brands Globally and Locally

6/11/15 9AM-10:15AM *Islander E*

PARTICIPANTS: Emiliano Laricchiuta, Ferrero; and Philippe Guinaudeau, Kidz Global

Kids and young people show fast-changing consumption habits and dynamics, especially enhanced by the intrusion of the digital universe—devices, services and content. And this universe has created a strong awareness of entertainment content and a great consumer demand for licensed products. However, not all countries develop at the same path or come from the same point. Using actual facts and statistics from BrandTrends research project, you will learn the key differences between international and national behaviors when it comes to licensed properties; share the experience of a global FMCG company on their implementation of their licensing strategies, globally and locally; and identify opportunities and streamline your action plan to successfully increase the penetration of your brands on multiple territories.

The Right Fit

6/11/15 10:45AM-12PM *Islander E*

PARTICIPANTS: Andrew Topkins, Brandgenuity; Mike Slusar, Brandar Consulting; and Randy Malone How often do we hear this term in life: Is it the right fit? Well never has a term meant more to success in brand licensing than "the right fit"—the marriage of the right brand with the right product category with the right licensee in the right channels at the right price. But how do you as a brand owner insure that all is "right" with the world for your licensed property? One word: research. This session will be about learning why research is vital to licensing success. Attendees will learn about the research and modeling process of finding the right categories for your brand, and a factor analysis process of how to prioritize what categories to go after first will also be discussed. Panelists will share their experiences both positive and negative in the search for the right brand fit.

Licensed Products and Digital Marketing: Making it Work

6/11/15 10:45AM-12PM *Tradewinds F*

PARTICIPANTS: Debbie Bookstaber, Element Associates; Jennifer Grosshandler, Lamplight/TIKI Brand; Stephen Reily, IMC; and Tom Keane, Margaritaville Foods

Success in licensing means getting consumers to buy new products, and today's consumers make much of that decision online (often through their smartphones), looking for search results, pricing and the opinions and reviews of others before they buy something new themselves. Yet licensors have often taken a restrictive view of digital marketing by their licensees. And licensees have often focused only on the (hard) work of making a new product and getting retailers to put it on their shelves. This session will offer case studies and a how-to guide for licensees and licensors on the successful use of digital marketing tools to get consumers talking about and buying their new products. Tactics and strategies covered will include content and influencer marketing, social media—Facebook and beyond, sampling and reviews, online and native advertising; mobile marketing and websites and microsites.

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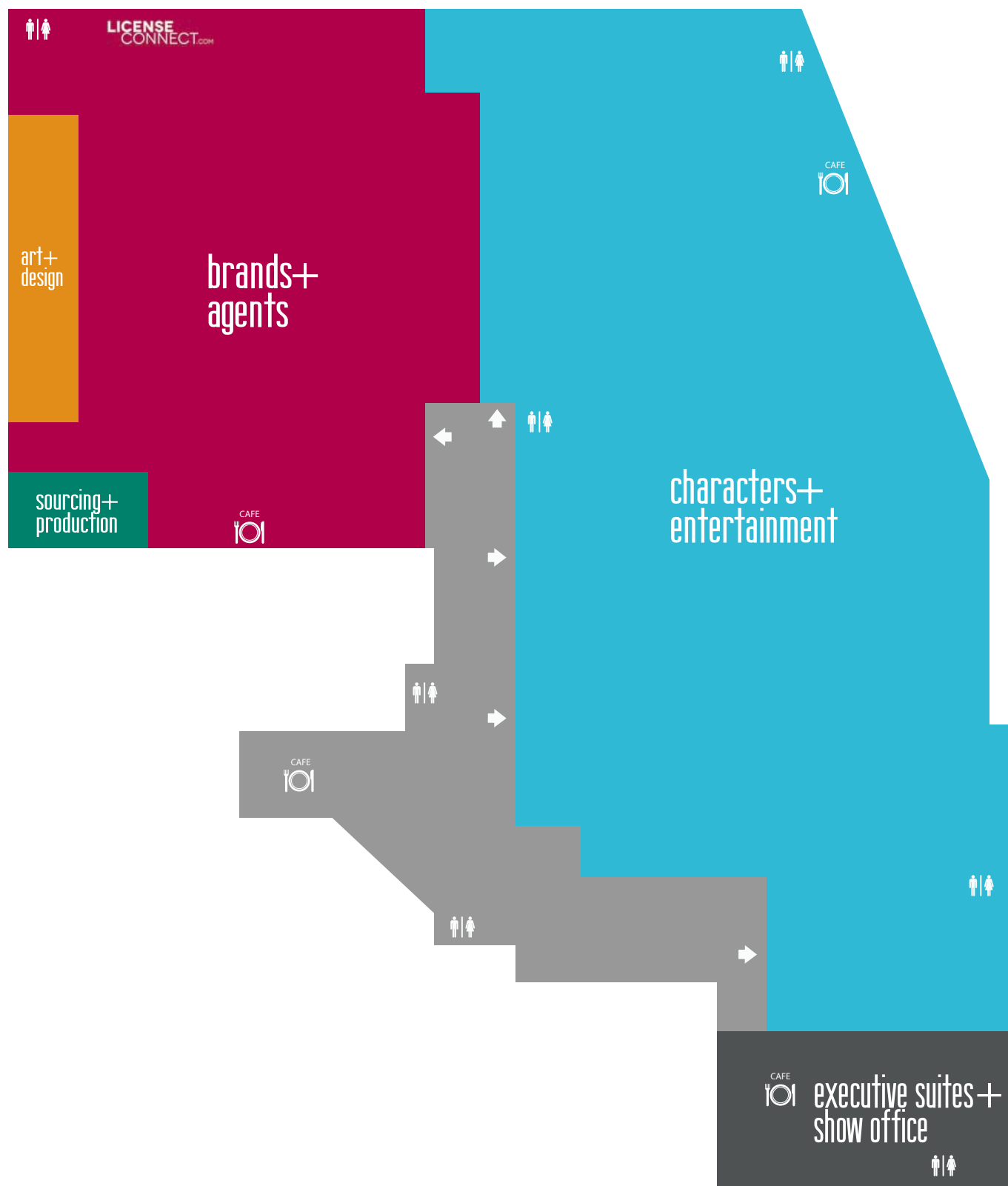
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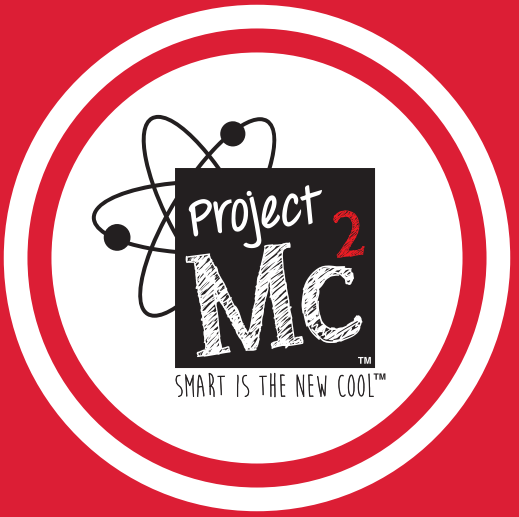


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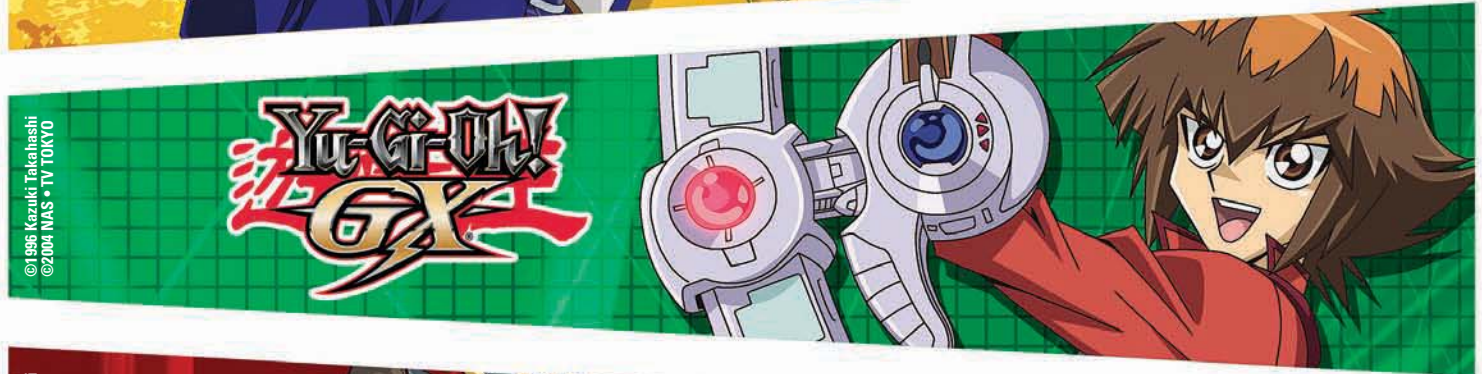


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3292 Brands LLC	B77	B.B. McBee	M193	Cisco Sales Corp.	G29	Dominie Luxury	A53
3DplusMe, Inc	U183	BANDAI NAMCO Entertainment Inc.	E155	CJ E&M Corporation	J157	Dorna Sports	D77
41 Entertainment LLC	H187	Bandmerch LLC	W182	CMG Worldwide	G59	DQ Entertainment	Q205
4K Media Inc.	S181	emoji® licensed by Bavaria Sonor		Coca-Cola	E89	Dr. Krinkles	K193
A&E Networks	W203	Licensing	A23	Cogent Partners	K39	Dr. Seuss Enterprises, L.P.	A165
Aardman Animations	N194	BBC Worldwide	O145	River Plate	B52	Dracco	U193
ABRAL	F165	Beanstalk/Blueprint/Tinderbox	G89	Huevocartoon	L193	Dreamworks Animation	S155
Brazilian Brands	F165	Beijing Dream Castle Culture Co., Ltd.	A156	CopCorp Licensing	F69	drizzle studios!	G13
Accu-Track by Credit & Financial Services Inc.	C30	Beijing Heliview International Exhibition	J23; J25; J27; K23; K24; K25; K26; K27; K28	Knockout Licensing	F69	DuPont	J43
Activision	R171	Bentley Licensing Group	D19	Copyright Promotions Licensing Group Ltd	D155	DyseOne	A43
ADEX	E155; E165	Benton Arts	H38	Corpirate	F13	Electrolux Home Products, Inc.	J43
Alchemy Licensing	D22	Big Tent Entertainment	H155	CPLG North America	D155	Electronic Arts	O187
Alchemy Media Group Inc./ Corday Photography	H24	Bigshot Toyworks	W194	Crayola	W199	The Elf on the Shelf	L169
All Art Licensing a Division of J'net Smith Inc.	C13	Billboard & The Hollywood Reporter	G37	Creative Licensing Corporation	C140	Emily Elizabeth's Designs	F16
All-American Licensing & Management Group	F37	Blaylock Originals Inc.	G25	Creighton Enterprises	C24	Endemol Shine North America	O197
ALMART Fine Art	E21	Blizzard Entertainment	J177	Crocs	B30	Enitsua Fine Art Korea/Enitsua Foundation for the Arts	F33
Amazon Studios	J121	Bloomers Edutainment LLC	H30	Crown Creative Co., LTD.	E155	Entertainment One	H139
American Cancer Society	A39	Boy Scouts of America	F59	Crown Jewel Girls	T193	Epic Rights	B121
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American Posterity	E14	Brand Licensing Team	W184	Culture Studio	K37	Fatburger North America Inc	H37
Masha and the Bear LTD.	P187	Brandgenuity, LLC	A89	Curtis Licensing	L165	Feld Entertainment	K187
Animation Magazine	W200	Bravado International Group	P197	CuteGirlsHairstyles & BrooklynAndBailey	Q205	FICO	F165
Anne Was Here	E13	Eaglet Travels with Friends	H15	D&J Collectibles LLC	V192	FIEC International Exhibition & Commerce Co., Ltd.	L177
Appu Series	Q205	British Heritage	C54	D. Parks and Associates LLC / Art-Licensing.com	C25	Pixels.com	A82
ARB Worldwide Corp. Sdn. Bhd.	J33	Gallina Pintadita	Q187	Daewon Media Co., Ltd.	J143	Firefly Brand Management	F177
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Art in Effect	G19	Butterfly Stroke Inc.	E165	Debra Valencia	H22	FremantleMedia	S197
Art Makers International, Inc.- AMI!	G24	Nanaritos	V185	DeLiso, Sophie la girafe	L181	Frida Kahlo	M194
ArtMoose	B21	C3 Entertainment, Inc	D177	Dentsu Entertainment USA, Inc	V181	Frombie	U190
Artestar	F46	CAPCOM	X199	Dentsu Music and Entertainment Inc.	U189	Fulanitos	A147
ARTPQ	J143	CardConnect	W190	Dependable Solutions, Inc.	M187	Fuller Brush Co.	E30
Asiana Licensing Inc	J143	Carlin West Agency/Live Animation Products	K197	Design Plus	X203	FUTABA CO., LTD	E165
Asociación Mexicana de Promoción y Licensiamiento de Marcas, A.C.	D165	Carte Blanche Group	Y204	DHX Brands	D155	Futbolitos	D165
Aurora World Corp	J143	Cartoon Network Enterprises	D121	Dimensional Branding	F43	Fuzhou Hunter Product Imp. & Exp. Co., Ltd.	T181
Authentic Brands Group	S208	Caterpillar	J43	DINAH	F21	Gabsol, S.A. de C.V.	D165
Automobili Lamborghini S.p.A.	C59	CBS Consumer Products	R155	Discovery Consumer Products	S187	Garfield/Paws, Inc.	E181
		Cherokee Global Brands	J81	Disney Consumer Products	South Pacific & Islander Ballroom	Garner Holt Productions	V180
		China Toy & Juvenile Product Association	A31	Rachael Hale	H23	Geeh the Band	U197
		Chronicle Books	G30			GENCO, INC.	E165

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Get Down Art	D11; D16	Jim Henson Company, The	D147	Members Only	D37	Quadrant Licensing Management Consulting Co. Ltd.	N187
Giordano Studios, LLC	D26	Joan Marie - Art that CELEBRATES!	F22	Mercis bv	E147	Quan Inc.	E165
Global Icons	G69	Joester Loria Group, The	C89	Meredith Brand Licensing	C53	Radiant Enterprises	G32
Global Trademark Licensing Ltd	J49	John Wayne Enterprises	G178	MerryMakers, Inc.	F181	Radio Days	C165
Glory Innovations, Inc.	G187	JPatton	J178	Metacube Tecnología y Entretenimiento, S.A. de C.V.	D165	Rainbow	R181
This is a Good Sign	E41	K Laser Technology	K40	México Comparte, S.A. de C.V.	D165	American Rebel	E29
GorillaSquid Visual Labs, LLC	U192	Kasmanas	F165	MGA Entertainment	Q165	Rebel Girl	E29
Grani & Partners Spa	C171	Kathy Davis Studios	G34	MGL Licensing	F24	Red Nose	F165
Green Kids Club	A33	kathy ireland Worldwide	J57	MHS Licensing	C20	Redibra	F165
Grumpy Cat Limited	A159	Kaxan Media Group	D165	Mila Wholesale	B44	Rediks Graphics	J143
Guangzhou BlueArc Culture Communications Limited	A156	Kayomi Harai	D24	Mind Yard	E23	Redrover	J143
Guangzhou Hccartoon Animation Technology Co.,Ltd	A156	Kenekt, LLC	A55	Mondo TV	D38	relentlessGENERATOR	U201
Guide to the Licensing World	E33	KidRobot	P181	Monster City Studios, Inc	W198	Retailer Lounge	J18
Gummy Bear International	Q205	Kidsfit	B56	Morphmallow	F50	RockLove Jewelry	B37
Haley Art & Design	E19	KIM'S LICENSING CO.,LTD.	J143	MOSTAPES	J143	ROI VISUAL	J157
Halfbrick	Q205	King	C155	Moxie & Company	D49	ROMEINGPANDA	E49
Hallmark Cards, Inc.	J43	King Features	D89	mrpuppy.com	B26	Rosenthal Represents	F25
Slingshot	L195	KOCCA (Korea Creative Content Agency)	J143; J157	Mugen Studios	V194	Rovio Entertainment Ltd	C121
Hasbro Global Licensing & Publishing	F121	Kokonuzz Limited	V198	Mundo Seedys, SAPI de C.V.	D165	RoyaltyZone	C38
HCA	D20	Kratt Brothers Company	J129	MyMediabox, a division of Jonas Software USA, LLC	A81	RPM Designs, Inc.	D29
Heroes of the City - Ruta Ett	Q205	KREASHUN	H17	National Museum of the Royal Navy	C54	RSG Media Systems	L187
High Times	F31	Laura Seeley Studio	G20	National Wildlife Federation	B155	Saban Brands	A98
Hong Kong Trade Development Council	C44	Lewis Roca Rothgerber LLP	C32	Natural History Museum	C54	Sagebrush Fine Art	F19
HoriPro Inc.	E155	UDC Licensing Agency	B33	NECA	P181	Sanrio	V209; W209; W211
Hot Pickle	G43	Licensing Group Ltd, The	B46	Nelvana Enterprises Inc.	J166	Sara Berrenson	D15
Howard Robinson & Associates	H26	Licensing Liaison	C26	NFL Players Inc.	A69	SC Pakistan / Four Seasons Apparel Imports Inc.	J35
Hye Park and Lune	C42	Licensing Management Intl	E37	Nickelodeon	O133	Scholastic Media	M157
I.M.P.S s.a	M165	SHOPKINS	H177	Nintendo of America Inc.	M177	Sean Danconia	V200
ICONIX Co., Ltd	J143	Licensing Works!	C147	Nitro Circus Live	A58	SEAN Pictures, Inc.	J143
Iconix Entertainment	L143	LIMA	C63	Nitro Circus Live Performance Feature	A62	SeaWorld Parks & Entertainment	A148
IMG Worldwide Inc	G49	LIMA Japan	E155; E165	Octane5	C69	SEGA of America	F147
Imperial War Museums	C54	LIMA Members Lounge	A22	Old Guys Rule	D43	Seltzer Licensing Group	G44
Ingram Co. Ltd./San-X Co. Ltd/ Green Camel Co. Ltd	Q155	Lionsgate Entertainment	Q205	One Animation	Q205	Sentai Filmworks LLC	W202
Ink Brands	A136	Lisa Frank Inc.	W183	One Entertainment	E69	Sequential Brands	J71
HEXBUG	C50	Lisa Marks Associates, Inc. (LMA)	H43	OpSec Security Inc	K181	Sesame Workshop	Q181
Interasia & Associates USA Inc	F49	Little Marcel	D44	Out of the Blue	J129	Session Savers Sunscreen	C40
International Brand Management and Licensing	B69	Live Nation Merchandise	K165	Outfit7 Limited	B147	Shanghai Huayou Capital Co. Ltd.	A156
Intime Knits Pvt., Ltd.	K32	LMCA	D81	PAN AM	E38	Sinking Ship	J129
Inventor Process, Inc	B42	LoCoco Licensing	L149	Paramount Pictures	S141	Skechers USA Inc.	F77; F89
IPG Global Marketing	A48	LoveThisLife	A45	Patterson International	E25	SkyMall	G31
iQ License	F53	Lunch Media, S.A. de C.V.	D165	PBS KIDS	J129	Animal Jam	V184
iStory Animation Studios LLC	B171	The Magic Poof	F15	Peanuts Worldwide	H147	Smiley	E77
it-neX Software GmbH	K31	Major League Baseball Players Association	A63	Penguin Group (USA)	Y200	SNOTES	H13
ITV Studios Global Entertainment	A121	Make Peace Movement	F29	Pink Light Studio	C43	Sockeye Media	Q205
J. Pierce	B17	Manu	D41	Licensing Letter, The	E43	Sony Computer Entertainment America	Q197
JAST Company Limited	B139	SANTA MANIA	V189	Polaris Industries	A72	Sony Music	T197
Jay's Daughter Publishing, LLC	D17	Mariana Caltabiano Criações Ltda.	F165	Pop Picture	C21	Sony Pictures Consumer Products	O165
Jazwares	X181	Mars Retail Group	X209	Pop the Balloon	F42	Source3	B45
JB Bug Creations	H14	IPM. INDUSTRIAS PLASTICAS		PPI Worldwide	A139	SPLICE Lounge	J43
JENNY FOSTER	D28	MARTIN SA DE CV	L198	Precious Moments, Inc.	E53	SPORTS AFIELD	C34
Jewel Branding & Licensing, Inc.	J24	Mattel, Inc.	Q133	Gumby - Prema Toy Co.	K195	Striker Entertainment	C159
		Maui and Sons	A37	Princess Plie & Friends	U194	Studio Keystone	J143
		Mauricio De Sousa Producoes Ltda	F165a	Promexico	D165	Sulamericana Fantasias	F165

EXHIBITOR	BOOTH	EXHIBITOR	BOOTH	EXHIBITOR	BOOTH	EXHIBITOR	BOOTH
Sun Bum	E177	The Royal Ballet	C54	Ty Inc.	P205	We Are Busy Beavers by Dave Martin	Q205
Super Simple Learning	Q205	The Shakespeare Birthplace Trust	C54	Tycoon 360	F165	Westend Software Inc.	T189
Surge Licensing	Q205	The Sharpe Co / Sharper Inc.	E32	Tycoon Enterprises, S.A. de C.V.	D165	Wild Apple Licensing	E20
Suzanne Cruise Creative Services, Inc.	G22	Thomas Kinkade Company, The	D59	Ubisoft Entertainment	P165	Wild Wings Licensing	D23
Suzy's Zoo	D31	Tipsy Artist	E12	Uglydoll/Pretty Ugly LLC	L157	Wildflower Group LLC	C77
Swan Princess Partners	V190	TIRALBA, Inc	U181	Ultimate Source Limited	E59	Withit Licensing Ltd	D53
Synchronicity	F38	Toei Animation Co Ltd	A155	United States Postal Service	Y180	WizKids Games	P181
Synergy Media Inc.	J143	Toon Studio of Beverly Hills, The	D139	Roberta di Camerino SA	E44	Women In Toys	W192
Tails of Whimsy	G21	Toonmax Media co.,Ltd	A156	Universal Partnerships & Licensing	N165	WWE	J165
Counter Culture	H12	Toonz Media Group	Q205	Usp studios	Q205	Xavier Games	V193
Team Image	M195	Toonz Media Group	V201	Versalicensing, S.A. de C.V.	D165	XPELLI	B38
Televisa Consumer Products	F139	Topps Company, Inc., The	L194	Vidorra Group	B49	Yoboho New Media Pvt. Ltd	Q205
Tezuka Productions	E155	Tottenham Hotspur Football Club	A51	Virtual Images	H34	YouTube	Q205
The Baltimore & Ohio Railroad Museum	A29	ToysTalk	F165	Vistex, Inc	M149	Zag America Inc.	A126
Brand Liaison, The	H29	TSBA Group	B89	Visual Icon	V197	Zeptolab UK Ltd	G182
The Brands Club	J39	TUBA n Co., Ltd	H165	Judith Lynn Art	H16	Zodiak Kids	W186
The Fred Rogers Company	J129	Tundra & Associates Inc.	N198	VIZ Media	K177	Zolan Company, LLC	E26
The Licensing Company (TLC)	G77	TV Pinguim	F165	VOOZ	J143	Zoonicorn	E31
The Licensing Shop	H177	Twentieth Century Fox Consumer Products	O153; Q144	VOOZCLUB	J143		
Pokémon Company Int'l, The	R197			Warner Bros. Consumer Products	N139		



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2015

13-15 October
Olympia, London

by Patricia DeLuca

This year's Brand Licensing Europe, set for Oct. 13-15 at London's Olympia, currently boasts 30 new vendors, educational classes and a behind-the-scenes blog. BLE will be once again divided into three sections—Art, Design & Image, Brands & Lifestyle and Character & Entertainment—that will be populated with new companies. To-date, 180 companies have signed up to participate in this

BLE 2015 MAKES NEW TRACKS

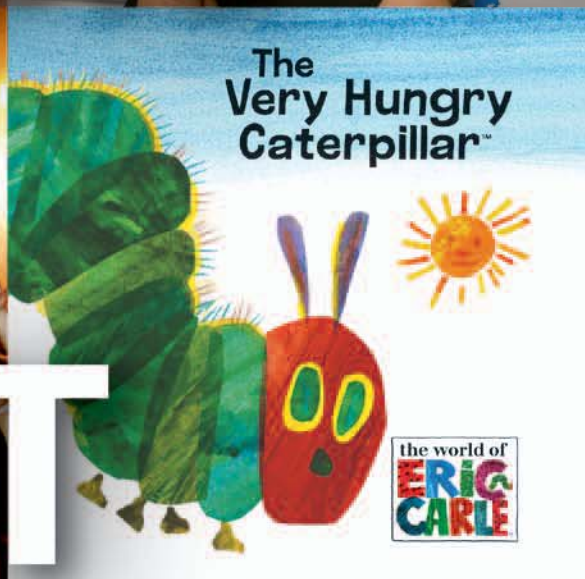
year's BLE including well-known brands such as PGA, NOW That's What I Call Music, The Shakespeare Birthplace Trust, Been Trill, Quantum Beauty Company, On Entertainment, Bravado and Vimto International.

As the U.K. licensing business grows (to more than \$13 billion in 2014), so are certain categories within licensing. Case in point: the sports and automotive companies are showing the most growth at BLE 2015. Companies like adidas A.C. Milan, Arsenal Football Club, Chelsea Football Club, FIFA, Automobili Lamborghini and Moto GP are each set to appear at BLE.

Additionally, licensing trade organization SPLICE will be co-hosting new educational classes that



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will feature expert panels comprised of speakers from knowledgeable companies on subjects such as direct-to-retail, social accountability and anti-counterfeiting.

Now in its sixth year, the Retail Mentoring Programme gives buyers a wider understanding of the licensing business. Retailers will take part in various workshops and seminars, including the LIMA Licensing Essentials Course and Spring Fling in May (in partnership with the International Licensing Industry Merchandisers' Association U.K.), which culminates at BLE. Last year, more than 53 buying professionals took part, a 60 percent increase from the previous year. Companies like Asda, Blackpool Pleasure Beach Limited, Claire's Accessories U.K. Limited, Lloyds Pharmacy, Matalan and Stanfords have joined existing participants Sainsbury's, Boots, Lakeland, Blue Inc. and Mothercare in the six-month program—the only one of its kind in the U.K.

"The Retail Mentoring Programme has been a real help to our buyers in understanding how the licensing world works," says John Carolan, head of buying, childrenswear, Sainsbury's. "It also gives them an insight into what they need to take forward to be a successful childrenswear buyer."

"We launched the Retail Mentoring Programme back in 2010 to bridge the gap between buying professionals and licensors," says Darren Brechin, event director, BLE. "Six years on, we are still welcoming new retailers which demonstrates the need for such a unique initiative. Licensing is a multi-billion dollar market with opportunities growing daily, and we're doing all we can to close that gap. We have already welcomed new retailers to our Retail Mentoring Programme this year, and are signing exhibitors across the three show zones, so we are looking set to achieve these goals."

Returning this year is The Licensing Academy, which hosts keynote addresses from high-profile speakers—past keynote speakers include Mojang, Team GB, Angry Birds, Lucas Licensing and Moshi Monsters.

Another feature of the 2015 show is the Brands & Lifestyle Theatre, which offers sessions tailored specifically

to the business of licensing brands; while the Advice Center will provide visitors with a single destination for practical advice and consultations. Industry professionals are on-hand to give legal, financial and general contractual advice.

This year's License This! competition offers those with brand-new creative concepts the opportunity to break into the global licensing industry. Finalists are judged on the last day of the show by a panel of leading experts in front of a live audience, as they vie for the chance to win a stand at the following year's show. The grand prize is more than \$9,000, plus a stand at next year's BLE 2016, LIMA membership for one year and one ticket to the LIMA Licensing Essentials Course and Spring Fling Networking Party in May 2016. Entry forms and competition rules can be found at www.brandlicensing.eu. Deadline for entries is Sept. 4. Last year's winner, RaNT!, an irreverent character creation from Adam Bestwick at Fourth Wall Brands, is working on new projects including a line of lunchware and stationery with John Lewis, a RaNT! microsite and exploring other product areas including babywear.

"License This! has consistently received a high standard of entries year-on-year," says Brechin. "It attracts high profile industry figures as judges who recognize the importance of fresh new properties, and provides a springboard for many who have gone on to achieve success as a result of entering."

Also at BLE are invite-only screenings of some of the biggest blockbusters. The exclusive screenings will be held at the Screening Suite.

Lastly, the Global Partner program, launched in 2009, is an initiative that rewards companies that exhibit at both BLE and Licensing Expo with up to 12 months of free publicity and networking opportunities, further expanding the breadth of brand exposure for exhibiting companies.

If you don't want to wait until October to get your BLE news, check out the BLE Blog, which premiered in March.

"The BLE Blog is the next step in the show's evolution," says Brechin. "We have so many initiatives running as part of BLE, we felt a blog would be an ideal platform to shout about what we do. Aimed at both visitors and exhibitors, the BLE Blog will feature posts from the team on getting the most from the show, as well as the latest news, initiatives and promotions. It will also publish a number of guest posts over the coming months from show partners, speakers and exhibitors on a range of topics including industry trends, legal issues, five minute interviews with senior attendees and a series of 'how-to' guides.

"Last year's event was the biggest to-date in its illustrious 17-year history, so we've set the bar high for 2015," says Brechin. "Last year's show attracted more retailers than ever before, and this is another focus for us as we aim to increase these numbers further." ©



DARREN BRECHIN
event director,
Brand Licensing Europe

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RICHARD BARRY

executive vice president and chief merchandising officer, Toys 'R' Us

THE BRAND BUILDER

As he celebrates 30 years with Toys 'R' Us, this merchandising executive is still looking for the next hot product and newest trends that will keep the specialty retailer at the top of its game.

by Tony Lisanti

While it continues to implement new initiatives across its business as part of its transformation strategy created in March 2014 to improve performance and drive growth, Toys 'R' Us remains one of the most important retailers in the brand licensing sector worldwide.

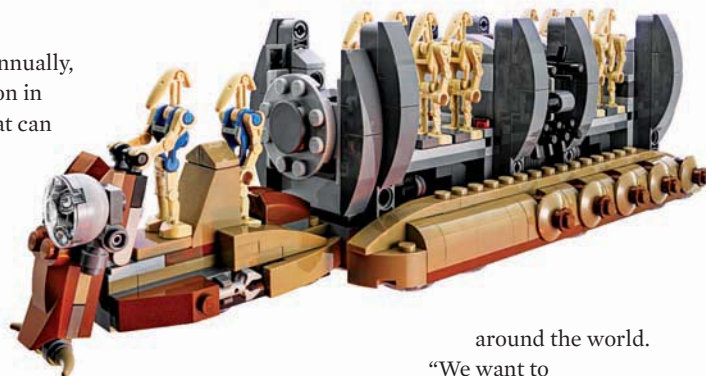
And Richard Barry, executive vice president and chief merchandising officer, is one of the most important executives because he ultimately decides which licensed products get some shelf space and which don't.

While TRU faces several challenges typical to many traditional retailers, it continues to make improvements to its store operations, design, e-commerce platform and global businesses. The specialty retailer, which has 870 TRU and Babies 'R' Us stores in the U.S., 725 international stores and more than 235 licensed stores in 37 countries, moves an

incredible amount of merchandise annually, with total revenue hitting \$12.4 billion in 2014. And a significant portion of that can be attributed to licensed products.

Certainly, Barry is no novice to the toy industry or the licensing business. Barry began his career with TRU in 1985 as a part-time employee in the U.K. Through the years, he moved up the ranks and in 2004, he was promoted to merchandising director for TRU International, where he managed several categories including video games, electronics, learning and sports. Since then, he has held several key positions until his most recent role, which he has held since October 2012.

While Barry is celebrating his 30th year with TRU, he continues to focus on best-in-class partnerships and delivering the hottest and most innovative products to consumers



around the world.

"We want to showcase a wider assortment and bring to market exclusive products, which is a very important part of our strategy," says Barry, who, in addition to the TRU and BRU stores, oversees all merchandising for FAO Schwarz and e-commerce. "We absolutely look at everything, I don't think there is a single product we don't look at."

While TRU is a major partner with many of the world's largest

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licensors, Barry says that he maintains a significant relationship with many smaller players as well.

"We have a unique opportunity to take a property that others wouldn't because they only look at the top four or five products," he says.

"WE WANT TO SHOWCASE A WIDER ASSORTMENT AND BRING TO MARKET EXCLUSIVE PRODUCTS, WHICH IS A VERY IMPORTANT PART OF OUR STRATEGY."

—RICHARD BARRY, EXECUTIVE VICE PRESIDENT AND CHIEF MERCHANDISING OFFICER, TOYS 'R' US

As part of the retailer's transformation strategy, Barry says that the racetrack store design has been reconfigured to create a "cleaner, brighter experience for customers and it continues to offer the best possible feature sections and end-caps."

One of TRU's most important merchandising programs is the What's Hot Shop in the front of its stores, which is refreshed regularly and typically features top licensors, theatrical releases and seasonal merchandise. Some of the recent examples include an Activision "Skylanders" shop and a Disney *Frozen* shop, which featured 300 products. In addition, the top initiatives in licensing this year include the following:

- **Avengers: Age of Ultron**—TRU created a major program for Marvel's latest movie, which has set box office records since premiering last month. A special promotion featured a free new Marvel comic with any purchase of \$25 or more.
- **"Blaze and the Monster Machines"**—TRU was the first retailer to feature the new Fisher-Price toy line based on the Nickelodeon kids' TV show. It was launched last month and will continue to be an exclusive through July.
- **Star Wars**—TRU launched its year-long celebration of the new *Star Wars* franchise last month with Star Wars Day (May 4, or "May the Fourth [Be with You]") featuring an exclusive VIP sweepstakes, in-store events and exclusive new products, which included products such as the *Star Wars* Battle Droid Troop carrier, the Coruscant Police Gunship from LEGO and the Operation: *Star Wars* Edition and R2-D2's in Trouble: *Star Wars* Edition game from Hasbro. He says: "Since the debut of the *Star Wars* toy

line nearly 40 years ago, Toys 'R' Us has been a one-stop destination for generations of *Star Wars* enthusiasts looking to find the broadest assortment of playthings and collectibles based on the hit series. This year, and in the years to come, we are leveraging our global footprint and toy authority position to bring this hot property to fans around the world, providing them with best-in-class products and exclusives, epic in-store boutiques, special events, unique promotions and much more."

- **Jurassic World and Minions**—Plans are in place to launch a combined shop this month for Universal's two major summer films, which premiere June 12 and July 10, respectively.

Another key part of Barry's responsibility and TRU's strategy is the Global Commercial Committee, which is comprised of a team of merchants from various territories. According to Barry, the committee's goal is "to execute a unified approach to key merchandising initiatives through implementation of best practices, communication and collaboration, as well as the development of key merchandising and licensing partnerships."

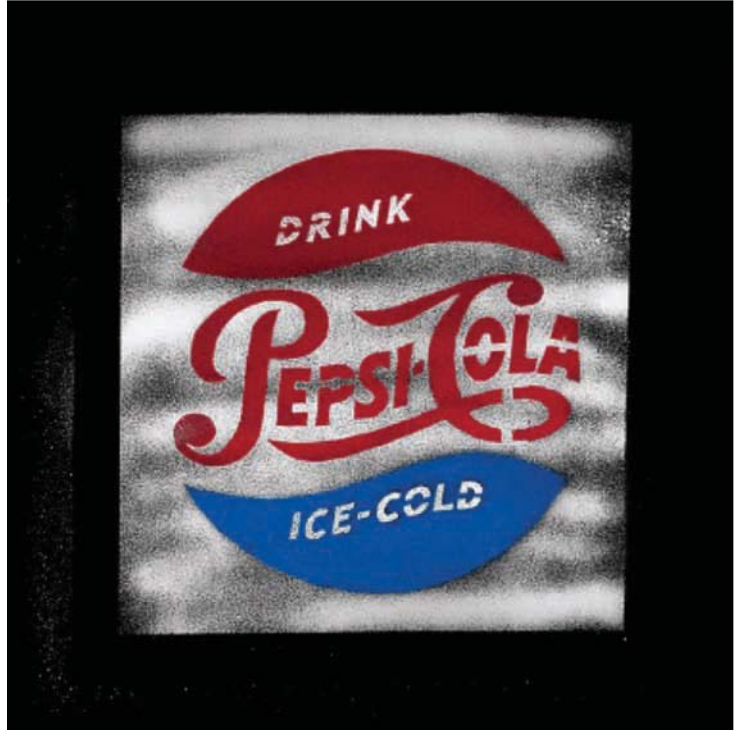
Looking ahead, Barry says TRU will continue to offer a wide assortment of products to support entertainment and brand franchise properties, develop more in-store events and online content to engage its kids audience, and support other trends in the toy industry.

"This year there is some incredible innovation coming in the world of robotics, educational and pet categories, and we are watching the YouTube phenomenon very closely," he says. "Other categories and areas of interest include collectibles, really driven by the success of Shopkins, and construction, driven by success of LEGO."

"We want to be the place for building, nurturing and romancing entertainment properties and toy trends," says Barry. "Our position as a global retailer enables us to execute in very unique way." ©



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ISAAC LARIAN
chief executive officer, MGA Entertainment

BEYOND DOLLS

This veteran toy executive, who founded MGA Entertainment in 1979 and built it into the largest private toy company in the world, discusses new strategies, new brands and, of course, licensing.

What best describes the MGAE's business philosophy and strategic position in the marketplace?

MGAE's business philosophy strives to create innovative toys that make childhood memorable. Since we are privately owned and operate more nimbly than other toy companies, we have the ability to quickly create toys identified from key pop culture trends that children love. Our larger competitors cannot beat us in speed-to-market. We also maintain the best and most creative designers in the toy industry.

How has MGAE evolved over the past several years and what makes the company even better and stronger today?

We have made several key hires on the executive team to heighten our strategic planning capabilities and have strengthened our entertainment team. We are evolving from a toy company that makes supplemental

entertainment content into an entertainment company that makes toys to enhance the full brand experience. We have several new brands unveiling later this year to prove that MGAE is no longer just another toy company.

What are some of the initiatives that have been the key drivers of growth over the past year or two?

While we still have a portfolio of very strong doll brands, Little Tikes is our growth engine. We have focused on making new Little Tikes products to set imaginations in motion, and parents are loving this direction. This brand continues to show very strong results, year-over-year.

As play patterns continue to change, how is MGAE adapt-

ing and what are some recent examples?

MGAE's fall 2015 products will strongly demonstrate how well we understand play patterns. Our new product lines will emulate current trends including DIY play and STEAM- (science, technology, education, arts and math) based curriculum, and will be combined with immersive digital and entertainment content in order to maximize the creative play experience.

How important is brand licensing to the overall MGAE business?

Brand licensing is extremely important to the overall MGAE business. We have brands that parents and kids love. It is vital for our fans to expand the ways in which they can interact with our brands. What kid doesn't





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want a Cozy Coupe shirt and backpack to wear while riding around in his Cozy Coupe? What girl wouldn't love bedroom accessories to enhance her Lalaloopsy collection? Licensing allows us to enrich the brand experience, and if the consumer loves it, so do we.

Explain the current strategy for each brand and the key initiatives in brand licensing.

- **Little Tikes**—The target audience for Little Tikes is parents of kids ages 0 to 10. We are seeking new partnerships with companies that can help us get kids involved in active and imaginative play.
- **Lalaloopsy**—The target for Lalaloopsy is girls, ages 2 to 8, and their parents. We are seeking new partnerships with companies that create products that surprise and delight. Our themes for fall are “silly surprises” and “super silly party,” so any product offerings should be able to expand upon those themes.
- **Project Mc2**—The target for Project Mc2 is girls, ages 6 to 12, and their parents. A secondary audience is teachers. Partners should have products that are based on STEAM curriculum.
- **Bratz**—The target for Bratz is girls ages 5 to 10 and ages 6 to 13 for licensing, along with their parents. Partners should have products that allow girls to express themselves via creative pursuits and fashion.

Identify some of MGAE's major retail partners?

- **Little Tikes**—Amazon, Target, Walmart, Toys 'R' Us and Kmart.
- **Lalaloopsy**—Amazon, Target, Walmart, Toys 'R' Us and Kmart.
- **Bratz**—Target, Toys 'R' Us, Walmart and Argos.
- **Mc2**—Amazon, Target, Walmart, Kmart and Toys 'R' Us.

What are among MGAE's most important licensing programs?

We have secured best-in-class global licensing partners across MGAE's key product categories for 2015/2016; MGAE is building momentum in licensing based on the retail response we anticipate for our new product lines that will be launching this summer. Little Tikes is our evergreen brand, and we have developed a plan to branch out into non-toy categories. Lalaloopsy will further expand into the preschool market.



What has been MGAE's biggest challenge at retail and why?

Our biggest challenge is shelf space. A lot of our Little Tikes outdoor play items are quite large, so only retailers with proper space can stock them. E-commerce has helped solve this problem as far as generating sales, but it is ideal for retailers to display our products for consumers to see the items in person.

How has MGAE responded to the continued growth of e-commerce?

We have 100 percent embraced it. We have put programs in place to make sure all of the product information is correct and updated, and that dotcom retailers are carrying as many of our products as possible. We are extremely dedicated to optimizing the online consumer experience focusing on posting, images, video and copy to enhance the storytelling behind our products and brands.

What are MGAE's key growth initiatives for 2016 and beyond?

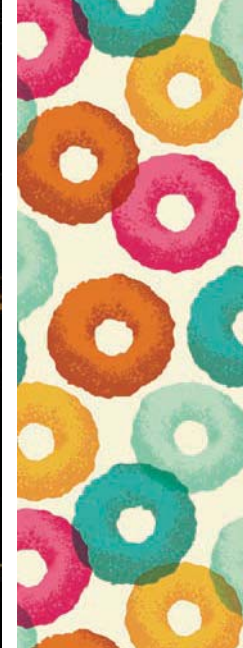
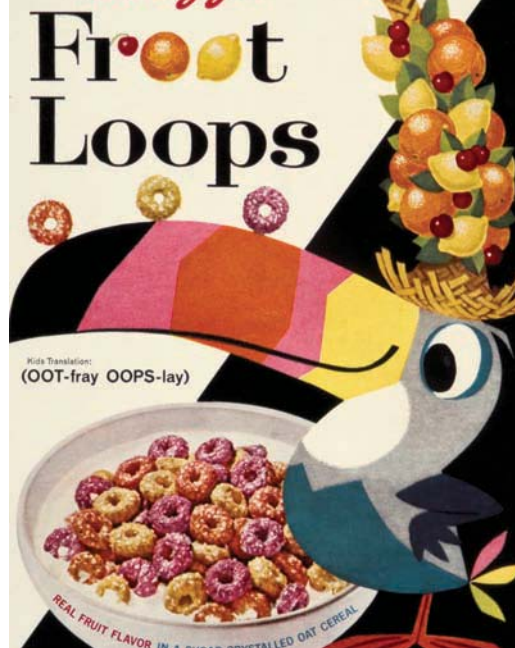
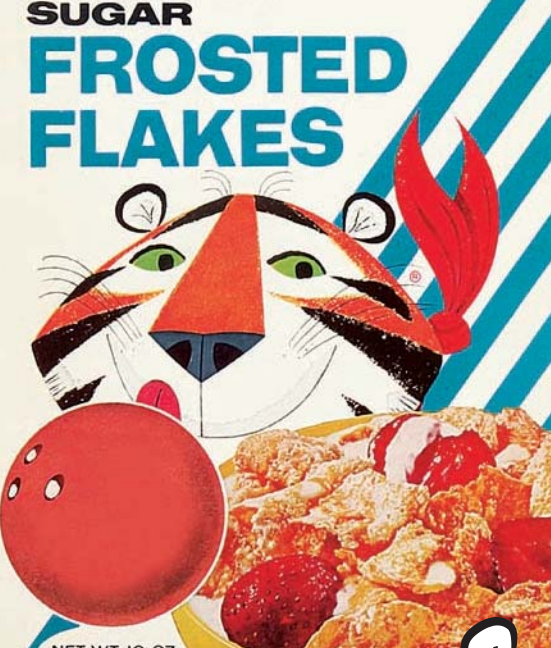
I can't reveal too much, but I will say that Little Tikes will be targeting a younger audience than ever before; Lalaloopsy will expand its international reach; Bratz will be better than ever before, with new lines and accessories that are emblematic of a new messaging platform; and Project Mc2 will launch cool new experiments.

What will be the role of brand licensing over the next two years?

Brand licensing will continue to help us spread awareness and engage consumers with our brands. It will help drive revenue as we expand our licensing efforts.

What are MGAE's plans for Bratz looking ahead to 2016?

Additional doll lines, the re-introduction of past characters, new digital content and more. That is all we can say for now, our lips are sealed. ©

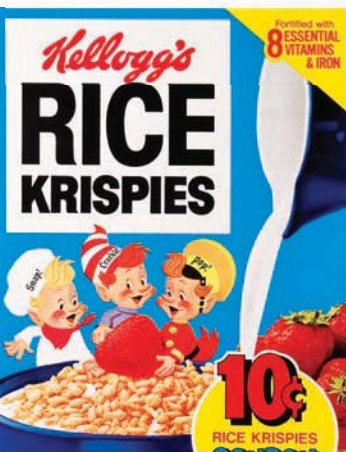


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With the Studio's commitment to 10 DC Comics theatrical releases through 2020, it's the dawn of a new licensing super highway for Warner Bros. Consumer Products as it revs the engines for *Batman v Superman: Dawn of Justice* beginning next year.

Brad Globe, president, Warner Bros. Consumer Products, and Karen McTier, executive vice president, Warner Bros. Consumer Products



BATMAN v SUPERMAN
DAWN OF JUSTICE

by Tony Lisanti

With a full slate of new and merchandisable content across the Studio's portfolio, Warner Bros. Consumer Products is gearing up for a multitude of global licensing initiatives beginning with the latest film from DC Entertainment. The upcoming *Batman v Superman: Dawn of Justice* brings together several of its iconic Super Hero characters, and the studio is making a major commitment to these and other recognizable Super Heroes through 2020.

The new content includes 10 films, including the much-ballyhooed *Justice League*; seven TV shows and various shorts, videos and games across all key demographics; the animation efforts for "Looney Tunes" and "Scooby-Doo;" plus the *Fantastic Beasts* trilogy and the *Harry Potter* franchise-inspired attraction The Wizarding World of Harry Potter, which continues to expand in Universal Studios theme parks, keeping the franchise as popular as ever.

"With more than 3,700 active licensees, we continue to offer a rich portfolio of entertainment properties supporting the diverse Studio content that allows us to tap into all the different characters and great stories in the incredibly vast library, including event films, television, DC Comics universe and classic animation and film," says Brad Globe, president, Warner Bros. Consumer Products. "The perennial strength of our portfolio is what we've been able to draw on in addition to the DC Comics-based films like *Man of Steel*, most recently—and we've continued to grow the business year-on-year. And now we are looking ahead to a robust slate of DC Comics films, as well as the *Fantastic Beasts* trilogy, so we feel like we are well-positioned to support our licensees and give retailers franchises that have long performed well, but that will now have the benefit of a long-term content plan."

It has been more than five years since DC Entertainment was established to better leverage and integrate DC Comics, marking the beginning of a new era for the DC Comics universe. Also in 2011, the *Harry Potter* film franchise came to an end after a decade-long dominant position in licensing, retail and pop culture popularity. These factors, along with the juxtaposed success of the Marvel film franchises, perhaps created some concern among analysts regarding Warner Bros. and what its next blockbuster global property at the box office and in brand licensing would be.

But that is history as WBCP-DC and *Harry Potter* are all suddenly looking much stronger than they were five years ago, with far more potential on the horizon.

"From the Super Heroes of DC Comics and

the antics of 'Looney Tunes,' to the magic of *Harry Potter* and the fantastical world of Middle-earth, WBCP offers partners unparalleled access to beloved brands that drive its licensing, merchandising and retail businesses, covering numerous categories including toys, games, collectibles, apparel, accessories, gifts and novelties, promotional partnerships and global themed entertainment," says Globe. "*Harry Potter* is stronger than ever as we continue to provide fans with immersive experiences in the incredible themed lands of The Wizarding World of Harry Potter in Orlando, Japan and in Hollywood next year, as well as with the international traveling 'Harry Potter: The Exhibition.'"

According to the exclusive Top 150 Global Licensors report, published annually by *License! Global*, WBCP ranks No. 7 with \$6 billion in retail sales of licensed merchandise worldwide in 2014, and the inherent opportunity to supercharge its business over the next five years and beyond.

"Content supporting all of our key properties is a huge key to our growth right now, with a broad slate of DC Comics films announced, our new girls' franchise 'DC Super Hero Girls,' as well as a world of content dedicated exclusively to our kids' business and key toy partners in 'Batman Unlimited' and 'DC Super Friends,'" explains Karen McTier, executive vice president, WBCP. "And we are excited about the *Fantastic Beasts* franchise, which allows us to expand the world of *Harry Potter*. We also have content for 'Looney Tunes,' 'Scooby-Doo' and 'Tom and Jerry.' In addition to content-driven growth,



DC ENTERTAINMENT'S SUPER SLATE OF CONTENT

Theatrical

Batman v Superman: Dawn of Justice

Suicide Squad

Wonder Woman

Justice League Part One

LEGO Batman

The Flash

Aquaman

Shazam

Justice League Part Two

Cyborg

Green Lantern

Kid-Targeted Content

"DC Super Friends" (shorts)

"Batman Unlimited" (shorts and made-for-videos)

"DC Super Hero Girls" (shorts, made-for-videos and TV specials)

"LEGO Dimensions" (video game), featuring LEGO DC Comics Super Heroes

Home Entertainment Releases

Justice League: Gods and Monsters
(made-for-video)

Television

"Arrow"

"The Flash"

"Gotham"

"iZombie"

"Supergirl"

"DC's Legends of Tomorrow"

we have been diversifying our opportunities, especially in the areas of themed entertainment and casino-based gaming, where we have seen strong results."

According to Globe, the DC Comics

portfolio is a company-wide priority.

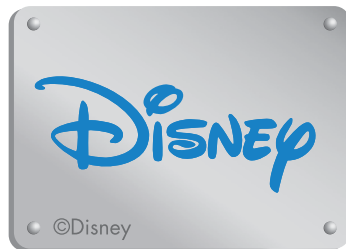
"We have long had a great and close working relationship with our colleagues at DC Entertainment. Now, with so much content and diverse opportunities to explore, we are definitely working more closely than ever," he says. "Whether it's working on a theatrical tent pole event like *Batman v Superman: Dawn of Justice* or launching 'DC Super Hero Girls' or DCKids.com, close collaboration is key to maximizing each and every opportunity."

"The DC Comics brand is in the enviable position of being home to the world's most iconic characters and stories," says Diane Nelson, president, DC Entertainment. "Fans gravitate to our superheroes not because they can leap tall buildings, have laser vision or can run faster than the speed of light, but because they are hopeful and they tell powerful and inspirational stories that appeal to multiple generations."

"WBCP has the fun job of bringing our characters to life through tangible and immersive products that become part of the fan's everyday life," adds Nelson. "We value our partnership with WBCP and work with them to find new and exciting ways to introduce DC Comics to new audiences."

The DC Comics Super Hero film slate, which was announced last October by Kevin Tsujihara, chairman and chief executive officer, Warner Bros. Entertainment, begins with *Batman v Superman: Dawn of Justice* on March





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PRODUCERS SEE LIMITLESS OPPORTUNITIES



DEBORAH SNYDER

producer, *Batman v Superman: Dawn of Justice*

The filmmakers are having fun with the latest Warner Bros. and DC Entertainment movie, *Batman v Superman: Dawn of Justice*, which brings together three (and possibly five according to various reports) iconic characters. It's not *Justice League* quite yet, but it's definitely a glimpse into the future of the studio, marking a major commitment by the studio to its Super Hero portfolio.

"It's exciting to have such an amazingly diverse group of characters in the DC Comics universe," says Deborah Snyder, producer, *Batman v Superman: Dawn of Justice*. "Bringing together Batman, Superman and Wonder Woman is really just the beginning of what is to come with *Justice League* and the standalone films



CHARLES ROVEN

producer, *Batman v Superman: Dawn of Justice*

ahead. The possibilities are limitless as the film versions of these worlds begin to inhabit the consumer products space."

The first film in the lineup of 10 could certainly influence the studio's direction over the next five years.

"It's thrilling to be making a film about any one of the heroes in *Batman v Superman*; the fact that our story allows for us to integrate three of the most iconic

characters in modern American literature is not only exciting, but also daunting," says Charles Roven, producer *Batman v Superman: Dawn of Justice*. "In many ways it's an honor and a responsibility. At the same time the legacy of these characters is so rich and diverse, so fun and interesting one can't help but smile as we go to work every day."



25, 2016. The film will be followed by the release of *Suicide Squad* in August, *Wonder Woman* and *Justice League Part One* in 2017, *The Flash* and *Aquaman* in 2018, *Shazam* and *Justice League Part Two* in 2019 and *Cyborg* and *Green Lantern* in 2020. (See DCE sidebar above.)

"*Batman v Superman: Dawn of Justice* opens the door to a long-term opportunity that will allow all of our licensing and retail partners around the world to plan for the future against a strong slate of films. We will maximize each of these opportunities and create a perennial presence at retailers around the world," says Globe.

"Fans around the world are excited about the slate of films announced over the next five years that will bring the world of DC Comics to life," adds McTier. "Our global licensee base has continued to have impressive success with these properties based on their universal awareness. As we move into an era of major content support, we are looking to create a consistent presence at retail that will drive growth."

The *Batman v Superman: Dawn of Justice* film, which offers a plethora of merchandising opportunities and partnerships around the globe across all key categories, has the potential to become among one of the most comprehensive licensing programs ever. Last year, WBCP extended its 15-year partnership with Mattel as master toy licensee for the entire universe of DC Comics characters, which turned out to be a huge deal for the toy company, which lost the huge Disney Princess

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business. Fisher-Price will continue to produce the 'DC Super Friends' preschool line, which has become a strong property in many international markets including the U.K., Brazil, Mexico, Australia, Spain and Germany.

"With so much opportunity on the horizon, we know Mattel will bring the talents of its world-class organization to create and market product lines for fans of all ages," says Globe.

Other key licensees include Rubie's Costume Co., LEGO, Bioworld and Hallmark.

"This is the first time ever that fans will see Batman and Superman together in a theatrical event. And let's not forget the two new Batsuits, a new Batmobile, the Batwing, a new logo and Wonder Woman that all create really merchandisable elements for our partners," explains McTier. "We have had phenomenal success with each character in their own world, but now we are able to supercharge the opportunity based on the most universally recognized Super Heroes."

The rollout of film-related merchandise, according to McTier will begin about eight weeks prior to the *Batman v Superman: Dawn of Justice* 2016 release date. The retail strategy will likely cut across all tiers and demographics and will be similar to what has already been established in the marketplace previously with Batman and Superman.

"We are working hard with our retail partners and licensees to expand our comprehensive program—from mass retail and mid-tier retailers to specialty stores and online commerce—we will bring our product to fans of all ages and consumers," explains McTier. "We are also going to offer unique promotional programs to excite and engage fans as they await the much-anticipated event film of the year."

Another strong merchandising opportunity that potentially could further attract an entirely new audience is *Wonder Woman*.

"Our comprehensive program will include Wonder Woman in the merchandise lines and in standalone products supporting the film," says McTier. "We have always had a robust line for Wonder Woman, and her role in this film and future films offers us more opportunities to feature her character



and empowering attributes in many creative ways."

Beyond the impressive film slate and much-awaited long-term commitment to the DC Comics universe and its popular comic book characters, the studio is also focusing on various new television, gaming and social media initiatives. Slated to debut this fall is a new Super Hero universe created exclusively for girls, ages 6- to 12-years-old. Warner Bros. and DCE, in partnership with Mattel, are launching "DC Super Hero Girls" with original digital content and publishing, followed by TV specials, videos, toys, apparel, books and other product categories that will rollout in 2016.

Random House Books for Young Readers, which is the master publishing partner, will launch its program next spring. In addition, graphic novels from DCE and building sets from LEGO will also debut next year.

"We also recently announced the launch of the all-new DCKids.com, LooneyTunes.com and ScoobyDoo.com, immersive online worlds for kids to interact with their favorite Warner Bros. animation characters and DC Comics Super Heroes through original content and engaging storytelling fun," points out McTier. "These sites are designed to offer exciting content to kids any time they want, from any device, in the format they have grown to expect in today's digital environment, allowing kids to experience their immersive worlds 24/7."

There are also licensing programs based on WBTV's other TV series including "Arrow," "The Flash," "Gotham," "iZombie," "Supergirl" and "DC's Legends of Tomorrow."

The future looks super for WBCP as it gears up for a major push with DCE over the next five years, bringing new characters to the big screen and brand licensing.

"*Batman v Superman: Dawn of Justice* is the beginning of a new epic franchise and new era for DC Comics Super Heroes. This film ignites an all-new slate of theatrical films, and the opportunity we'll offer fans and consumers around the world is exciting," says Globe.



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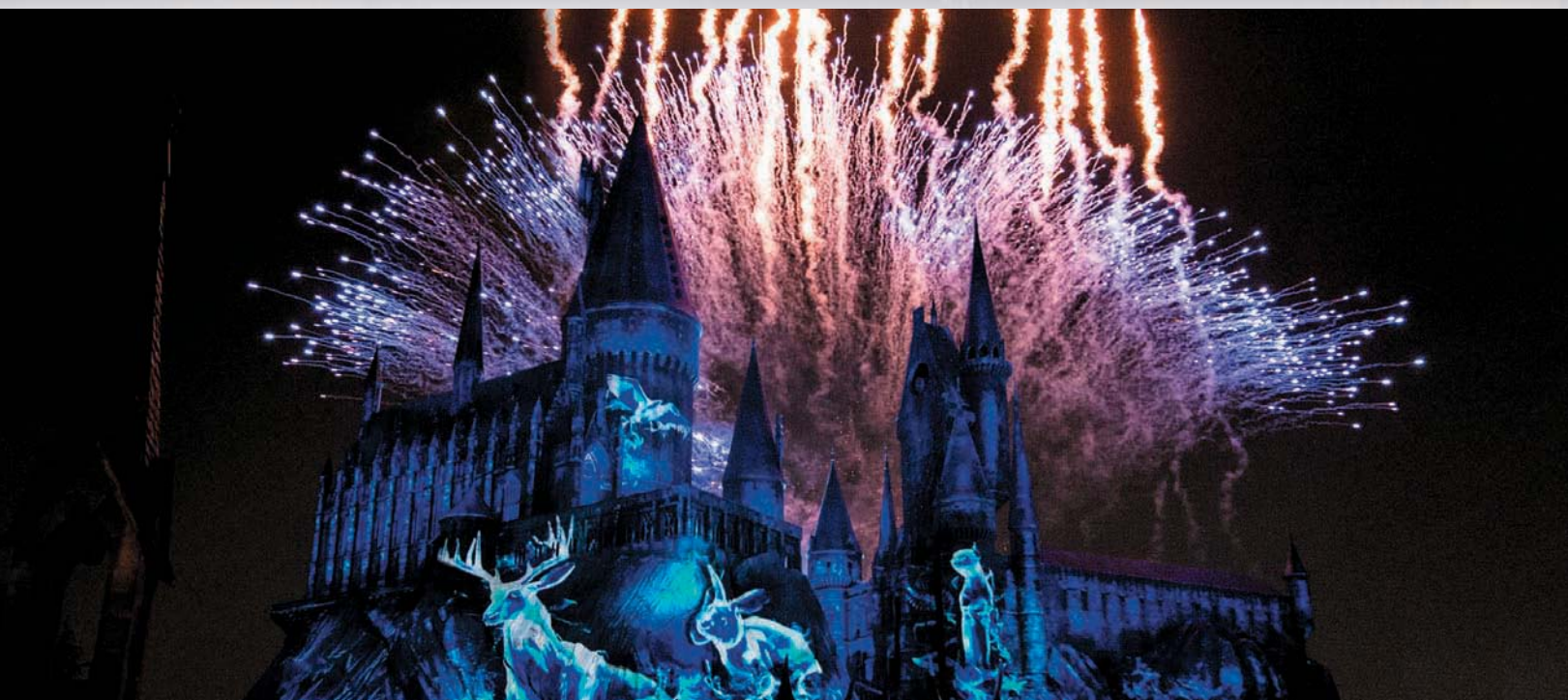
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And then there is the *Harry Potter* franchise, which continues to thrive with its theme park worlds and events plus the huge boost the franchise will get with the new *Fantastic Beasts* film trilogy.

The Wizarding World of *Harry Potter* theme park attractions at Universal Studios Orlando and Japan, which continue to draw huge attendance, will be joined by another new attraction slated for 2016 at Universal Studios Hollywood.

In addition, there are three new films in development based on J.K. Rowling's original story and screenplay, *Fantastic Beasts and Where to Find Them*. The first

installment will debut in 2016, followed by sequels in 2018 and 2020. David Yates, who directed the last four *Harry Potter* movies, will direct the film, which will again feature Rowling's wizarding world and include characters

based on those found in *Harry Potter's* Hogwarts textbook.

Another key aspect to WBCP's licensing strategy is the group's ability to create innovative programs for its franchises across key categories from concerts to runways and racetracks.

Consider the following examples, which reflect the breadth and scope of WBCP's initiatives:

- **Bugs Bunny at the Symphony**—This innovative concert series, which combines iconic "Looney Tunes" shorts with classical music, is celebrating its 25th anniversary this year with a 20-city tour that includes celebrations with the New York Philharmonic at Lincoln Center's Avery Fisher Hall and the Los Angeles Philharmonic at the Hollywood Bowl.
- **Hare Jordan**—To celebrate the Nike Air Jordan brand's 30th anniversary, WBCP has partnered with Michael Jordan to revive the Bugs Bunny co-brand. The collection will include footwear and apparel.
- Other recent co-branding deals include "Looney Tunes" and the National Basketball Association, DC Comics and Hello Kitty and the *Justice League* and Hendricks Motorsports collaboration that brings DC Comics Super Heroes to the NASCAR track.

With various new content plans, a new commitment to the DC Comics Super Heroes, a multi-platform strategy, a redux of sorts for the *Harry Potter* franchise and the collaborations supporting "Looney Tunes," "Scooby-Doo" and "Tom and Jerry," WBCP is firing on all cylinders. ©



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FLICK PICS

License! Global has created a handy guide to the upcoming films in 2015, 2016 and, in some cases, through 2020, that will surely offer licensees ample product opportunity.
by **Amanda Cioletti**

Title & Release Date	Synopsis	Licenseses & Partners
DreamWorks Animation		
Kung Fu Panda 3 Jan. 29, 2016	 In 2016, <i>Kung Fu Panda</i> returns with its biggest comedy adventure yet. When Po's long-lost panda father suddenly reappears, the reunited duo travels to a secret panda paradise to meet scores of hilarious new panda characters. But when the supernatural villain Kai begins to sweep across China defeating all the kung fu masters, Po must do the impossible: learn to train a village full of his fun-loving, clumsy brethren to become the ultimate band of Kung Fu Pandas.	Currently seeking licensees/ partners across all categories.
Trolls Nov. 4, 2016	 Anna Kendrick stars in <i>Trolls</i>, a new musical comedy inspired by the colorful, big-haired dolls that first became popular during the 1960s.	Hasbro (master toy partner). Currently seeking licensees/ partners across all categories.
Boss Baby Jan. 13, 2017	Inspired by Marla Frazee's award-winning picture book, <i>Boss Baby</i> features the voices of Kevin Spacey and Alec Baldwin in this fantastical family comedy.	Currently seeking licensees/ partners across all categories.
The Croods 2 Dec. 22, 2017	The world's first modern family returns in <i>The Croods 2</i> after their international blockbuster debut in 2013.	Currently seeking licensees/ partners across all categories.
Lionsgate		
The Last Witch Hunter Oct. 23, 2015	The last witch hunter is all that stands between humanity and the combined forces of the most horrifying witches in history.	Currently seeking licensees/ partners across select categories.

Lionsgate continued

The Hunger Games: Mockingjay–Part 2 Nov. 20, 2015	<i>The Hunger Games: Mockingjay–Part 2</i> brings the franchise to its powerful final chapter in which Katniss Everdeen realizes the stakes are no longer just for survival—they are for the future.	Currently seeking licensees/partners across select categories.
The Divergent Series: Allegiant–Part 1 March 18, 2016	The third installment in the blockbuster <i>Divergent Series</i> franchise, <i>Allegiant–Part 1</i> takes Tris and Four into a new world far more dangerous than anywhere before.	Currently seeking licensees/partners across select categories.
Gods of Egypt April 8, 2016	In order to bring his true love back to life, a clever mortal thief teams up with a powerful and vengeful god in order to stop the merciless god of darkness who hopes to destroy both this life and the Afterlife.	Currently seeking licensees/partners across select categories.
Now You See Me 2 June 10, 2016	The sequel to the 2013 film <i>Now You See Me</i> .	Currently seeking licensees/partners across select categories.
La La Land July 15, 2016	In this modern take on the Hollywood musical from Damien Chazelle, Sebastian and Mia are drawn together by their common desire to do what they love. But as success mounts, they are faced with decisions that begin to fray the fragile fabric of their love affair, and the dreams they worked so hard to maintain in each other threaten to rip them apart.	Currently seeking licensees/partners across select categories.
Power Rangers Jan. 13, 2017	The new film franchise will re-envision the Mighty Morphin Power Rangers, a group of high school kids who are infused with unique and cool super powers but must harness and use those powers as a team if they have any hope of saving the world.	Currently seeking licensees/partners across select categories.

Paramount Pictures

Terminator Genisys July 1, 2015		In partnership with Skydance, the first film in a new trilogy based on the classic franchise.	Chronicle Collectibles, Glu Mobile, Inisght Editions, Mega Brands and NECA.
Mission: Impossible–Rogue Nation July 31, 2015		International box office superstar Tom Cruise returns as Ethan Hunt in the fifth installment of this \$2 billion franchise.	Glu Mobile. Currently seeking licensees/partners across all categories.
Paranormal Activity: The Ghost Dimension Oct. 23, 2015		The found footage supernatural horror franchise returns with a new film this October.	Currently seeking licensees/partners across all categories.
Daddy's Home no release date		A mild-mannered radio executive strives to become the best step dad to his wife's two children, but complications ensue when their freewheeling and freeloading real father arrives.	Currently seeking licensees/partners across all categories.
Zoolander 2 Feb. 12, 2016		Derek and Hansel are back in this sequel to the 2001 comedy.	Currently seeking licensees/partners across all categories.
Ben Hur Feb. 26, 2016		A falsely accused prince survives years of slavery to take vengeance on those who betrayed him.	Currently seeking licensees/partners across all categories.

Paramount Pictures continued

Monster Trucks

March 18, 2016



From the director of *Ice Age* and *Epic*, and the writers of “SpongeBob SquarePants” and *Kung Fu Panda* comes a highly-anticipated live action film with state-of-the-art CGI.

Spin Master (master toy partner), Reliance Games, Hua Hua, Jerry Leigh, Komar Kids, Accessory Innovations, Photopak, Trends International, Papelas Primavera, J.H. Haynes, Centum Books, CycleForce, Tomax, Shanghai Sinnsa and Ping Solutions. Currently seeking partners across all categories.

Friday the 13th

May 13, 2016

Legendary mass murderer Jason Voorhees returns in this new installment of the classic horror franchise.

Currently seeking licensees/partners across all categories.

Teenage Mutant Ninja Turtles 2

June 3, 2016

The Turtles return to save their beloved city from a new threat.

Currently seeking licensees/partners across all categories.

Star Trek 3

July 8, 2016

Kirk, Spock and the crew of the USS Enterprise return for new installment in the beloved franchise.

Currently seeking licensees/partners across all categories.

Sony Pictures

Pixels

July 24, 2015



Our world gets invaded by iconic '80s video game characters that wreak havoc by turning everything they touch into pixels. The government recruits a group of former expert arcaders to help fend off the attacks, and the only ones who can save Earth from total destruction are these heroes who know the characters inside and out.

Freeze, Fifth Sun, Bioworld and Rasta Imposta.

Hotel Transylvania 2

Sept. 25, 2015



All of the favorite monsters return for *Hotel Transylvania 2*. When Drac's dad, an old-fashioned vampire Vlad, arrives at Hotel Transylvania for an impromptu family get together, the extended family is in for some chaos.

Mad Engine, Rubie's Costume Co., Simon & Schuster, Reliance Games, Cupcake Digital, Kellytoy, Huckleberry Toys, Look 3D and Clever Cookie.

Ghostbusters

July 22, 2016



Ghostbusters is back to make its long-awaited return to the big screen. Paul Feig (*Bridesmaids*, *The Heat*) will helm the comedy that features an all-female cast.

Bioworld Merchandising, Brainstorm Gear, Mad Engine, Mighty Fine, RelentlessGenerator, Signorelli, 3D Systems, Albino Dragon, Chronicle, Cryptozoic Entertainment, Diamond Select Toys, Factory Entertainment, Freeze, Hollywood Collectibles, Just Funky, Kellytoy USA, LEGO Systems, Mattel, Marshmallow Fun, Quantum Mechanix, Pyramid Posters, Round 2, Rubie's Costume Co., Titan Publishing, Toy Factory, Underground Toys, World Tech Toys, Boston America, Beeline Interactive, Halfbrick Studios, IGT, Sony Mobile Communications, Ubisoft Entertainment, Warner Bros., WorldWinner.com, XMG Studio, Zoobe Message Entertainment, Groovy U.K., Blitzway Toys and Insight Editions.



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Sony Pictures continued

The Smurfs Movie

Aug. 5, 2016

The beloved blue creatures are back for Sony Pictures Animations' all-new *Smurfs* feature film, which will explore the origins of the Smurfs.

Currently seeking licensees/partners across all categories.

Goosebumps

Oct. 16, 2016



Zach, 14, is overwhelmed by a new town, new school and new neighbor, Hannah—whom he becomes certain is in danger. Trying to “rescue” her, Zach accidentally unleashes the monsters created and brought to life by her writer father, R.L. Stine, author of the *Goosebumps* franchise.

Berkshire, C-Life, SG Companies, Jay Franco, Scholastic, SRM Idea Lab, Outset Media, Trends International, Rasta Imposta, Card.com, GameMill Entertainment, Cosmic Forces, Bensons Trading Company and Pyramid International.

Twentieth Century Fox

Paper Towns

July 24, 2015



Adapted from the best-selling novel by John Green, *Paper Towns* is a coming-of-age story centering on Quentin and his enigmatic neighbor Margo, who loved mysteries so much she became one. After taking him on an all-night adventure through their hometown, Margo suddenly disappears, leaving behind cryptic clues for Quentin to decipher. The search leads Quentin and his friends on an adventure that is equal parts hilarious and moving.

Changes, SG@NYC, Trends International and Just Funky.

Maze Runner: The Scorch Trails

Sept. 18, 2015

In this next chapter of the *Maze Runner* saga, Thomas and his fellow Gladers face their greatest challenge yet: searching for clues about the mysterious and powerful organization known as WCKD. Their journey takes them to the Scorch, a desolate landscape filled with unimaginable obstacles. Teaming up with resistance fighters, the Gladers take on WCKD's vastly superior forces and uncover its shocking plans for them all.

Boom Comics.

Victor Frankenstein

Oct. 2, 2015

When Dr. Victor Frankenstein and his trusted assistant Igor go too far in their noble attempts to aid humanity, Victor's obsession turns to madness. He then unleashes his final creation—a monstrous figure that holds unimaginable terror for anyone its path.

Currently seeking licensing partners across all categories.

The Martian

Nov. 25, 2015

During a manned mission to Mars, Astronaut Mark Watney is presumed dead after a fierce storm and left behind by his crew. But Watney has survived and finds himself stranded and alone on the hostile planet. With only meager supplies, he must draw upon his ingenuity, wit and spirit to subsist and find a way to signal to Earth that he is alive as NASA and a team of international scientists work to bring “the Martian” home, while his crewmates concurrently plot a daring, if not impossible, rescue mission.

For licensing opportunities, contact Fox Consumer Products.

Alvin and the Chipmunks: Road Chip

Dec. 23, 2015

Through a series of misunderstandings, Alvin, Simon and Theodore come to believe that Dave is going to propose to his new girlfriend in New York City... and dump them. They have three days to get to him and stop the proposal, saving themselves not only from losing Dave but possibly from gaining a terrible stepbrother.

For licensing opportunities, contact Fox Consumer Products.

Joy

Dec. 25, 2015

Joy is the story of a family across four generations and the woman who rises to become founder and matriarch of a powerful family business dynasty. The story is inspired by the life and times of inventor entrepreneur Joy Mangano, creator of Ingenious Designs with over \$1 billion in sales, as well as inspired by elements from the lives of other historic business pioneers.

Currently seeking licensing partners across all categories.

Miss Peregrine's Home for Peculiar Children

March 4, 2016

When his beloved grandfather leaves Jake clues to a mystery that spans different worlds and times, he finds a magical place known as Miss Peregrine's School for Peculiar Children. But the mystery and danger deepen as he gets to know the residents and learns about their special powers... and their terrifying enemies. Ultimately, Jake discovers that only his own special “peculiarity” can save his new friends.

For licensing opportunities, contact Fox Consumer Products.

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Twentieth Century Fox continued

Independence Day Sequel June 24, 2016	After <i>Independence Day</i> redefined the event movie genre, the next epic chapter delivers global catastrophe on an unimaginable scale. Using recovered alien technology, the nations of Earth have collaborated on an immense defense program to protect the planet. But nothing can prepare us for the aliens' advanced and unprecedented force. Only the ingenuity of a few brave men and women can bring our world back from the brink of extinction.	For licensing opportunities, contact Fox Consumer Products.
Ice Age: Collision Course July 15, 2016	No synopsis available.	For licensing opportunities, contact Fox Consumer Products.
The Greatest Showman on Earth Dec. 25, 2016	No synopsis available.	For licensing opportunities, contact Fox Consumer Products.
The Mountain Between Us Feb. 10, 2017	No synopsis available.	Currently seeking licensing partners across all categories.
Ferdinand April 7, 2017	No synopsis available.	For licensing opportunities, contact Fox Consumer Products.
Untitled Planet of the Apes July 14, 2017	No synopsis available.	For licensing opportunities, contact Fox Consumer Products.

Universal Pictures

Jurassic World June 12, 2015	 Steven Spielberg returns to executive produce the long-awaited next installment of his groundbreaking <i>Jurassic Park</i> series, <i>Jurassic World</i>. Colin Trevorrow directs the epic action-adventure from a draft of the screenplay he wrote with Derek Connolly. <i>Jurassic World</i> will be shot in 3D.	Hasbro (master toy partner), The LEGO Group, TT Games and Ludia.
Minions July 10, 2015	 The story of Universal Pictures and Illumination Entertainment's <i>Minions</i> begins at the dawn of time. Starting as single-celled yellow organisms, Minions evolve through the ages, perpetually serving the most despicable of masters. Continuously unsuccessful at keeping these masters—from T. Rex to Napoleon—the Minions find themselves without someone to serve and fall into a deep depression. But one Minion named Kevin has a plan, and he, alongside teenage rebel Stuart and lovable little Bob, ventures out into the world to find a new evil boss for his brethren to follow. The trio embarks upon a thrilling journey that ultimately leads them to their next potential master, Scarlet Overkill, the world's first-ever female super-villain.	Thinkway Toys (master toy partner), Hasbro (master gaming partner), Mega Brands and EA.
The Secret Life of Pets July 8, 2016	<i>The Secret Life of Pets</i> is a comedy about the lives our pets lead after we leave for work or school each day.	Contact Universal Partnerships & Licensing for opportunities.
The Huntsman 2016	The fantastical world of 2012's <i>Snow White and the Huntsman</i> expands to reveal how the unimaginable fates of our heroes and villains intersect in a new epic action-adventure.	Contact Universal Partnerships & Licensing for opportunities.
Untitled Illumination Entertainment Project 2016 2016	This original animated comedy about courage, competition and carrying a tune will be written and directed by Garth Jennings (<i>Son of Rambow</i> , <i>The Hitchhiker's Guide to the Galaxy</i>).	Contact Universal Partnerships & Licensing for opportunities.

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Universal Pictures continued

Despicable Me 3

June 30, 2017

The team who brought you *Despicable Me* and *Despicable Me 2* returns to continue the adventures of Gru, Lucy, their adorable daughters Margo, Edith and Agnes and the Minions.

Contact Universal Partnerships & Licensing for opportunities.

The Walt Disney Company

Lucasfilm

Star Wars: The Force Awakens

Dec. 18, 2015



Lucasfilm and director J.J. Abrams join forces to take you back again to a galaxy far, far away as *Star Wars* returns to the big screen with *Star Wars: The Force Awakens*.

LEGO, Hasbro and Anovos.

Marvel Studios

Marvel's Ant-Man

July 17, 2015



Armed with the astonishing ability to shrink in scale but increase in strength, con man Scott Lang must embrace his inner hero and help his mentor, Dr. Hank Pym, protect the secret behind his spectacular Ant-Man suit from a new generation of towering threats. Against seemingly insurmountable obstacles, Pym and Lang must plan and pull off a heist that will save the world.

Hasbro, LEGO, Mattel, Rubie's Costume Co., Funko, KIDdesigns, Mad Engine and Zak Designs.

Marvel's Captain America: Civil War

May 6, 2016



No synopsis available.

Hasbro, LEGO, Mattel, Rubie's Costume Co., Funko, Mad Engine and Jay Franco.

Marvel's Doctor Strange

Nov. 4, 2016



No synopsis available.

Hasbro.

Pixar Animation Studios

Inside Out

June 19, 2015



Based in Headquarters, the control center inside 11-year-old Riley's mind, five Emotions are hard at work, led by lighthearted optimist Joy, whose mission is to make sure Riley stays happy. Fear heads up safety, Anger ensures all is fair and Disgust prevents Riley from getting poisoned—both physically and socially. Sadness isn't exactly sure what her role is, and frankly, neither is anyone else. When Riley's family relocates to a scary new city, the Emotions are on the job, eager to help guide her through the difficult transition. But when Joy and Sadness are inadvertently swept into the far reaches of Riley's mind, Fear, Anger and Disgust are left reluctantly in charge. Joy and Sadness must venture through unfamiliar places in a desperate effort to get back to Headquarters, and Riley.

Tomy, Kellogg's and Johnson & Johnson.

The Good Dinosaur

Nov. 25, 2015



The Good Dinosaur asks the generations-old question: What if the asteroid that forever changed life on Earth missed the planet completely and giant dinosaurs never became extinct? The film is a humorous and exciting original story about Arlo, a lively Apatosaurus with a big heart. After a traumatic event unsettles Arlo's family, he sets out on a remarkable journey, gaining an unlikely companion along the way—a human boy. *The Good Dinosaur* is an extraordinary journey of self-discovery full of thrilling adventure, hilarious characters and poignant heart.

Tomy, Kellogg's, Hallmark, Highpoint, ABG, Jay Franco, AME, ACL, Mad Engine, Children's Apparel Network and Johnson & Johnson.



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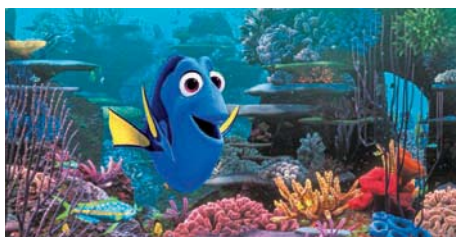
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The Walt Disney Company continued

Finding Dory

June 17, 2016



Finding Dory reunites the friendly, but forgetful, blue Tang fish with her loved ones, and everyone learns a few things about the true meaning of family along the way.

Jay Franco, Handcraft, ACI, AME, Children's Apparel Network, Zak and Global Design Concepts.

Walt Disney Animation Studios

Zootopia

March 4, 2016



the smallest shrew, you can be anything. But when optimistic officer Judy Hopps arrives, she discovers that being the first bunny on a police force of big, tough animals isn't so easy. Determined to prove herself, she jumps at the opportunity to crack a case, even if it means partnering with a fast-talking, scam-artist fox, Nick Wilde, to solve the mystery.

The modern mammal metropolis of Zootopia is a city like no other. Comprised of habitat neighborhoods like ritzy Sahara Square and frigid Tundratown, it's a melting pot where animals from every environment live together in a place where no matter what you are, from the biggest elephant to

Handcraft, AME, Bentex, PS Brands, Fastforward and Jay Franco.

Walt Disney Studios

The Jungle Book

April 15, 2016



The Jungle Book is a combination of live action and animation, starring newcomer Neel Sethi as Mowgli, with the voice talents of Ben Kingsley, Bill Murray, Idris Elba, Scarlett Johansson, Lupita Nyong'o, Giancarlo Esposito and Christopher Walken.

Partners to be announced.

Alice: Through the Looking Glass

May 27, 2016

Disney's *Alice: Through the Looking Glass* revisits Lewis Carroll's beloved stories with an all-new tale that travels back to Wonderland—and back in time.

For licensing inquiries, contact Disney Consumer Products.

Pete's Dragon

Aug. 12, 2016

A re-imagining of the 1977 Disney classic, *Pete's Dragon* will blend live action and CGI to tell the story of the special bond between an orphaned boy, Pete, and his best friend, Elliott, who just happens to be a dragon.

For licensing inquiries, contact Disney Consumer Products.

Beauty and the Beast

March 17, 2017

This beloved tale will be retold for the big screen with a modern live-action lens and the help of transformative CG magic.

Partners to be announced.

Pirates of the Caribbean: Dead Men Tell No Tales

July 7, 2017

Thrust into an all-new adventure, a down-on-his-luck Captain Jack Sparrow finds the winds of ill-fortune blowing even more strongly when a crew of deadly ghosts, led by his old nemesis, the terrifying Captain Salazar, escape from the Devil's Triangle, determined to kill every pirate at sea... including him. Captain Jack's only hope of survival lies in seeking out the legendary Trident of Poseidon, a powerful artifact that bestows upon its possessor total control over the seas.

For licensing inquiries, contact Disney Consumer Products.

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Warner Bros. Pictures

Pan Oct. 9, 2015		<i>Pan</i> is the story of an orphan who is spirited off to a fantastical world of pirates, warriors and fairies, where he finds both fun and dangers, and ultimately discovers his destiny—to become the hero who will be forever known as Peter Pan.	Julep, Insight Editions and more.
Batman v Superman: Dawn of Justice March 25, 2016		<i>Batman v Superman: Dawn of Justice</i> , the action adventure from director Zack Snyder, stars Henry Cavill in the role of Clark Kent/Superman, Ben Affleck as Bruce Wayne/Batman and Gal Gadot as Diana Prince/Wonder Woman.	Mattel (master toy partner), Rubie's Costume Co., Jakks Pacific, Bioworld and many more.
Suicide Squad Aug. 5, 2016		Action-adventure <i>Suicide Squad</i> brings DC Comics' Super-Villain team to the big screen under the direction of David Ayer.	Targeted licensing program. Partners to be announced.
Fantastic Beasts and Where to Find Them Nov. 18, 2016		Based on best-selling author J.K. Rowling's original story and screenwriting debut, <i>Fantastic Beasts and Where to Find Them</i> is set in an extension of her familiar wizarding world, featuring magical creatures and characters inspired by Harry Potter's Hogwarts textbook and its fictitious author, Newt Scamander.	Broad licensing program. Partners to be announced.
Wonder Woman June 23, 2017		No synopsis available.	Broad licensing program. Partners to be announced.
Justice League Part One Nov. 19, 2017		No synopsis available.	Broad licensing program. Partners to be announced.
Aquaman July 27, 2018		No synopsis available.	Broad licensing program. Partners to be announced.
The Flash Aug. 5, 2018		No synopsis available.	Broad licensing program. Partners to be announced.
Fantastic Beasts and Where to Find Them 2 Nov. 15, 2018		The second installment of the film <i>Fantastic Beasts and Where to Find Them</i> , based on best-selling author J.K. Rowling's original story.	Broad licensing program. Partners to be announced.
Shazam April 5, 2019		No synopsis available.	Broad licensing program. Partners to be announced.
Justice League Part Two June 14, 2019		No synopsis available.	Broad licensing program. Partners to be announced.
Green Lantern June 19, 2020		No synopsis available.	Broad licensing program. Partners to be announced.
Fantastic Beasts and Where to Find Them 3 Nov. 19, 2020		The third installment of the film <i>Fantastic Beasts and Where to Find Them</i> , based on best-selling author J.K. Rowling's original story.	Broad licensing program. Partners to be announced.



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Flick Pics

To reflect the vast number of entertainment properties suitable for a consumer product program, *License! Global* has expanded the annual 'Flick Pics' feature to now include television series projected to hit big with consumers.

by Amanda Cioletti

Television programming is rapidly changing. Viewers are consuming content in vastly different ways than ever before, and executives are ready to admit they are not quite sure how it's all going to take shape as Millennials and Generation Z continue to redefine the genre.

With the increasing popularity of DVR usage, the influx of Internet-based content and the rise of on-demand programming and streaming services, the traditional TV model is continually being challenged.

But the fact remains, people are still watching.

"U.S. consumers are adding time to their media day and making time to connect with their favorite content, no matter where it exists," says Dounia Turrill, senior vice president, insights, Nielsen, in the company's "The Total Audience Report Q4 2014." "The vast majority of U.S. TV households have multiple technologies available—giving these consumers significant choice in viewing

and listening options at their fingertips."

According to Nielsen's findings, 40 percent of U.S. homes now have access to subscription-based video-on-demand services as of Q4 2014 (such as Netflix, Hulu Plus or Amazon Prime), with 13 percent of homes having multiple streaming services within. And of these homes, the inhabitants watch almost an hour more of content per day than a classic TV home.

This new viewing model means many things for content providers, networks and TV cable companies, but it also means something valuable to licensors: potential.

SVOD homes are licensors' key demographic—they are households that are in the customer sweet spot of young to middle-aged and more likely to have children (Nielsen).

Also of note, is the trend in content the traditional networks are taking. For example, CBS is moving away from comedy and hitting viewers hard with the drama and mystery programs. For the first time in years, the network has shied



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TV'S HOTTEST NEW SERIES

License! Global has compiled a list of some of the most recent, up-and-coming television franchises, whether they air on the traditional TV networks or are found strictly on SVOD services, that offer the greatest licensing potential for the future.

Twentieth Century Fox:

"Empire"—renewed for season 2
 "Gotham"—renewed for season 2
 "Lucifer"—new
 "Scream Queens"—new
 "The X-Files"—new

NBC:

"Coach"—new
 "Late Show with Stephen Colbert"—new
 "The Blacklist"—renewed for season 3
 "Heroes Reborn"—new

CBS:

"The Odd Couple"—renewed for season 2
 "Supergirl"—new

ABC:

"Marvel Agents of S.H.I.E.L.D."—renewed for season 3
 "The Goldbergs"—renewed for season 3
 "The Muppets"—new

The CW:

"The Flash"—renewed for season 2
 "DC's Legends of Tomorrow"—new
 "Jane the Virgin"—renewed for season 3

Cartoon Network:

"Powerpuff Girls"—new

Disney Channel:

"Descendants"—new (made-for-TV movie)

Disney XD:

"Star Wars Rebels"—renewed for season 2

Nickelodeon:

"Blaze and the Monster Machines"—new

AMC:

"Better Call Saul"—renewed for season 2
 "Fear the Walking Dead"—new

E!:

"The Royals"—renewed for season 2

Netflix:

"Dinotrux"—new
 "Daredevil"—renewed for season 2
 "Popples"—new
 "Digimon"—new

away from comedy series anchoring its early week lineup. This is a trend that is echoing across the networks, it seems. NBC too, known for its Thursday night "Must See" primetime lineup that has dominated its programming for ages, has dialed its comedic schedule back measurably.

The new 2015 programming lineups also showcase more superhero and sci-fi series than ever before, with shows like "Marvel's Agents of S.H.I.E.L.D.," "Gotham," and "Fear the Walking Dead" taking prime timeslots.

Networks are also re-inventing hits from generations past. Shows such as "Coach," "The Muppets," "The X-Files" and "Heroes" are being rebooted and brought back to TV screens in prime viewing timeslots in a big way, a trend that mirrors that which is occurring in the film industry.

For licensing, the programming is potentially a boon—as predictable audience share is obviously useful when gauging what will or will not hit on retail shelves, as well. ©



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EXPANDING THE *FIELD* OF PLAY

The licensing of sports brands, which represents almost \$30 billion in retail sales of licensed merchandise worldwide, continues to grow, with co-branding partnerships, international activations and the entry of new sports franchises.

by Nicole Davis

Sports licensing has always been big business. What true fan could attend a game or even enter a sports bar without first donning his or her team's jersey? But lately that business has been expanding even more with established franchises branching out into new categories and regions, and less mainstream organizations entering the licensing arena for the first time.

Much of this expansion has come, as it has in many sectors, as a result of the globalizing forces of

the Internet, which has allowed fans unprecedented access to the sports and players they love, no matter where they are in the world. From fantasy leagues to growing international fan bases, the playing field for sports brands of all kinds has broadened exponentially, and along with it the opportunities for licensing.

The "I" in Team

Beyond the leagues, beyond the teams, are a fleet of

gifted athletes whose oftentimes superhuman physical feats make up the heart of every sports franchise. Now, with the access provided by social media and the explosion of player-oriented platforms like fantasy leagues, fans feel more connected to their favorite players than ever before. The result is a heightened demand for star athletes (who are certainly no strangers to the limelight) to step into the spotlight off the field as well.

In some cases, they are aided by professional players' organizations; the National Football League Players Association and the Major League Baseball Players Association are two prime examples. Originally formed as labor unions to help athletes with contract negotiations and the like, these associations are now also serving in the role of business advisor, encouraging new and innovative ways for players to promote and build their own personal brands.

The leader in this arena is the NFLPA, which has its own licensing subsidiary, NFL Players Inc., devoted solely to developing and promoting individual players' brands. (To read about how the NFLPI is increasing its players' direct involvement in the organization check out "The Players' Voice" on page 156.)

In recent years the organization has worked to become much more proactive, identifying and creating innovative new opportunities for the 1,800 players it represents, rather than waiting for licensees to come to them. This has led to a host of new, non-traditional brand extensions including a deal with Pro Tips 4U that will see players create instructional training videos, and the new mobile app "Fan Health Network," which was created by former NFL running back Robert Smith. The app guides users through health challenges led by NFL players and other athletes.

The MLBPA has lately developed similarly innovative partnerships such as a recent deal with the technology company Zepp for a baseball sensor and accompanying app that will allow fans to compare their own swing against that of Major Leaguers.

Players are increasingly building their brands well beyond the sports market as well. The poster child for this is soccer (or more properly, football) star David Beckham, who is almost as well known for his underwear ads as he is for his bending free kicks. Now retired, the former footballer is marking the 10th anniversary of his Instinct fragrance with Coty this year and has recently announced plans to launch a lifestyle brand in a joint venture with the Li & Fung spin-off, Global Brands Group.

Other sports stars making inroads into the lifestyle space include:

- Iconic hockey player Wayne Gretzky, who has teamed with Sears Canada to launch a casual menswear brand in a deal brokered by IMG Licensing;
- Skateboarder extraordinaire Tony Hawk,

whose eponymous apparel and accessories line (owned by Cherokee Global Brands) will expand into Europe this fall;

- Boxing champ Oscar de la Hoya, who is planning a Spanish-language sports, travel and lifestyle channel called De La Hoya TV that will target the U.S. Hispanic market;
- Swimming superstar Michael Phelps, who has created a collection of competitive swim gear, dubbed MP, with equipment manufacturer Aqua Sphere; and
- Charismatic runner Usain Bolt, who teamed with musical instrument brand Gibson to launch a line of headphones this spring.

The Non-Home Field Advantage

As international events like the FIFA World Cup, NFL in London and the NBA's Global Games series bring sports franchises to audiences around the world, teams are looking beyond the home pitch to reach an international fan base.

The year following the 2014 FIFA World Cup in Brazil has seen a swath of international licensing agent appointments. In the last few months U.S.-based Fermata Partners has taken on the U.K. Premier League clubs Tottenham Hotspur, Liverpool, Newcastle United, Queens Park Rangers and Swansea City as well as the Football League Championship teams Fulham and Norwich City.

Tottenham Hotspur and Liverpool both already have strong ties to North America—Tottenham boasts more than 30 Official Supporter Clubs on the continent and hosted a pre-season tour in the U.S. last summer; while Liverpool is owned by the Boston-based Fenway Sports Group (which also owns the Boston Red Sox) and recently tapped U.S.-based New Balance as its "kit" (a.k.a. uniform) partner.

Meanwhile, fellow U.K. soccer team Manchester United is planning a series of fan events in Asia and South Africa called "United: Live" that will feature games, fan zones, live





Q&A sessions with players and more.

The Americas are also calling up their own soccer franchises. WeMatch, the organizers of the Pan-American tournament Copa America, appointed One Entertainment to develop a licensing program for the event's 2016 edition, which will take place in the U.S. next June. The event will feature 16 national soccer teams from North, South and Central America, as well as the Caribbean.

Similarly, major U.S. sporting leagues are focusing an increasing amount of energy on serving and building their fan bases abroad.

In Brazil, the National Basketball Association has teamed with the country's Liga Nacional de Basquete and the Confederação Brasileira de Basketball to grow the sport, while at the same time scheduling games in both Africa and China. South Africa will see its first-ever professional NBA game Aug. 1 in Johannesburg, with Team Africa (comprised of NBA players from the continent) taking on Team World (featuring players from the rest of the world). Then in August, the league will host a Global

Games event featuring the Charlotte Hornets and the Los Angeles Clippers in China that will include several games and a range of off-court activities.

The league has also recently expanded its relationship with Chinese Internet provider Tencent to create its largest international digital partnership. As the official digital partner of the NBA in China, Tencent will feature a record number of live games and programming this season.

The NBA isn't alone in looking to cater to fans abroad. Last fall, the NFL hosted an International Games series in London that featured two games attended by more than 700,000 fans.

Teaming Up

Entertainment brands and sports franchises have long had a mutually beneficial relationship through partnerships that allow both groups to offer fresh themes for existing fans and create entry points for new ones.

Consider these recent teamups:

- In May, Nickelodeon hosted a NASCAR Sprint Cup Series race at the Kansas Speedway, called the SpongeBob SquarePants 400. In addition to a branded trophy, raceway and cars, the race featured a weekend of

Bikini Bottom-themed events and co-branded products.

- The kids' network has also tapped the NFLPI's top-selling player, Russell Wilson of the Seattle Seahawks, to host its second annual Nickelodeon Kids' Choice Sports Awards this July.
- The NBA has launched two co-branding partnerships with Warner Bros. Consumer Products—a reboot of the Hare Jordan brand (which 23 years ago brought together basketball icon Michael Jordan and Looney Tunes star Bugs Bunny) and the continuation of its Looney Tunes/Junior NBA clinics and activations for kids in the EMEA.
- The basketball league also announced a far-reaching partnership with PepsiCo in April. The multi-year marketing team-up will feature Mountain Dew and Aquafina in North America, as well as PepsiCo partner Tingyi's Master Kong brand in China.



- Top characters are turning out for their favorite franchises: King Feature Syndicate's Popeye and Bluto appeared in a multi-category capsule collection to support the launch the MLB baseball season; Big Tent Entertainment's Domo is continuing his co-branding relationship with the NFLPI for a range of gear that features the character styled as top players; and adidas Italia brought together AC Milan (for which it is master licensee) with Sanrio's Hello Kitty for a collection of gear aimed at female fans.

Performance Athletics

Performance is a part of all sports, but certain franchises have incorporated a level of conscious pageantry that is drawing passionate audiences,

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enthralled by the unique combination of showmanship and athleticism. Now, organizations such as the WWE, Nitro Circus and the Harlem Globetrotters are increasingly looking to capitalize on their ardent fan bases in the same way traditional sports franchises do.

Licensing juggernaut the WWE named its first official apparel partner in March—Authentic Brands Group's newly repositioned fitness brand Tapout—in a deal akin to the uniform collaborations of other sports brands. This relationship will have a slightly different tenor than similar deals with traditional sports franchises though,

as the professional wrestling league's stars typically wear persona-enhancing costumes in the ring. Instead, Tapout will outfit WWE performers, trainers and staff in its workout gear, and the brand will be showcased on WWE Superstars and Divas in a series of new content.

Nitro Circus—whose live events and television content features acrobatic stunts by action sports stars on BMX bikes, skateboards, inline skates and more—is making its first major move into merchandising with plans to exhibit at Licensing Expo and the appointment of a global head of licensing. Consumer products veteran Peter Maule, who has held similar roles at The Walt Disney Company and WWE, will lead the brand's charge into licensing.

Veteran entertainment sports brand the Harlem Globetrotters is celebrating its 90th anniversary this year with the help of partners including United Talent Agency and Licensing Street, which plan to

develop the basketball performance brand across all retail channels as it heads out on a world tour in 2016.

Entering the Arena

As mainstream leagues up their game, more specialized sports organizations such as the U.S. Polo Association, Professional Bull Riders and Ultimate Fighting Championship are building their profile through licensing.

Talent agency WME/IMG—home of world's largest licensing agency, IMG Licensing—recently bought the bull riding circuit Professional Bull Riders, which puts on more than 300 events each year.

Mixed martial arts franchise UFC just signed Reebok as its first-ever global outfitter and teamed up with EB Sport Group to develop a line of branded in-home fitness equipment.



Meanwhile, the U.S. Polo Association is ramping up plans for its 125th anniversary with a host of partners lined up to offer limited edition product; and collegiate-level leagues are expanding their reach both with their professional counterparts like NFLPI and innovative new product partnerships.

And at the same time, the equipment brands that have supported both professional and amateur athletes for decades are now boosting their own profile. Authentic Brands Group has teamed with retailer Sports Authority to develop a line of Prince apparel for the tennis equipment brand, while Wilson Sporting Goods just acquired the Louisville Slugger brand. The move brings the Official Glove and the Official Bat of Major League Baseball together under one roof.

New categories are opening up as well, with sports franchises taking note of female fans' desire for fashionable team gear.

Nowhere is the vast range of sports licensing opportunities more evident than on the Licensing Expo show floor, where a robust slate of sports brands will be exhibiting including the Major League Baseball Players Association, NFLPI, Tottenham Hotspur, IMG Worldwide (PGA Tour, Arnold Palmer, Wayne Gretzky, Sergio Tacchini, Yamaha), Nitro Circus Live and One Entertainment (presenting Copa America 2016). ©

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長生

by Amanda Cioletti

For 30 years now, the International Licensing Industry Merchandisers' Association has been the backbone of the business of licensing, fostering the industry's growth and expansion through its numerous initiatives.

Since the trade organization's founding in 1985, LIMA has grown from 150 charter members to, in 2015, more than 1,000 members in 35 countries around the world.

No longer is the licensing industry a localized endeavor, and LIMA's evolution perhaps illustrates that best with offices in New York, London, Munich, Tokyo, Hong Kong and Melbourne, and a broader network of representatives in India, Italy, Korea, Spain, Turkey and the Middle East.

This growth is a mirror to licensing's globalization—not only in territory expansion, but how commerce and categories are expanding and evolving.

"We've been there from the very beginning, guiding the industry, carrying the torch and leading the way for greater professionalism within the licensing business and encouraging greater diversity as far as business segments go," says Charles Riotto, president, LIMA.

LIMA and Trade Events

Around the globe, LIMA is affiliated with the licensing business' key trade events.

In the U.S., LIMA is the official sponsor of Licensing Expo, the industry's largest trade event. It's involvement dates back to the mid-1980s, when it launched the show. Since, Licensing Expo has been acquired by Advanstar (now UBM Advanstar), which has grown the event to include nearly 500 exhibitors that represent over 5,000 of the world's top brands.

"We help each other by keeping a look out for companies that come into the industry and passing them along to Licensing Expo, and vice versa. It has been a very beneficial mutual relationship," says Riotto.

LIMA also supports trade shows such as Brand Licensing Europe (Licensing Expo's European affiliate), China Licensing Expo, the Hong Kong International Licensing Show and Licensing Japan. Additional support events include the Day of Licensing programs in various regions including the U.K. and Germany.

Education

LIMA achieves its goals through three main strategies: education, networking and by providing timely information.

"LIMA helps people understand licensing better, which helps to grow the industry, expand the borders and build a more knowledgeable base of professionals who can then execute licensing programs in an effective way," says Riotto.

A cornerstone of the LIMA philosophy is education, and the idea that to succeed in the licensing business environment, knowledge is the key to trend forecasting, expansion and professionalism.

"Our viewpoint is that the higher we can raise the education level in the industry, the more business opportunities we will find, particularly in emerging markets," says Riotto. "Through our educational programming, we are helping to prepare executives in these regions to represent brands coming into market."

LIMA offers its member network multiple ways to advance their business acumen—from webinars to university programs to trade event seminars.

Its online monthly webinars offer members more than 70 topics to choose from on subjects such as social



CHARLES RIOTTO
president, LIMA



"LIMA HAS HELPED NURTURE COMPANIES JUST STARTING OUT TO THOSE WHO ARE FURTHER ALONG AND PROFILES THE VALUE OF LICENSING AS STRATEGIC TO SUCCESSFUL IP OWNERS OF ALL SIZES. LIMA HELPS SET THE BAR FOR BEST-IN-CLASS AND CONTINUES TO HELP RAISE IT IN PARTNERSHIP WITH THE INDUSTRY IT SERVES."

—MAURA REGAN, SENIOR VICE PRESIDENT AND GENERAL MANAGER,
INTERNATIONAL MEDIA BUSINESS, SESAME WORKSHOP



KELVYN GARDNER
managing director, LIMA U.K.



TANI WONG
managing director, LIMA China



TONY BUGG
managing director, LIMA Australia

and environmental compliance, valuing your brand, food and beverage licensing, demystifying market research, how to interpret a licensing agreement, presenting to retail, evaluating an intellectual property and many, many more. The program launched in 2008, but became formalized in 2010. Since, LIMA offers up to two 90-minute webinars per month that are led by a variety of licensing executives and vertical professionals.

The trade organization also offers formalized education—the Coursework in Licensing Studies—which is the industry's only certificated program.

The one-year program offers a 360-degree view of licensing led by the industry's top professionals and utilizes their expertise in all facets of the business such as branding, marketing, contract law, retail and the like.

The program commences each June and culminates by May the following year, which, after completion, students then receive a CLE credential.

"The CLE is a career booster and a useful tool within the industry," says Riotta.

LIMA further offers college coursework at various accredited universities around the world including UCLA Extension, the University of Hong Kong, a forthcoming program through New York state's Long Island University and others.

The coursework offers students the opportunity to

learn first-hand from licensing's leading professionals—the UCLA program, for example, has included speakers such as Elie Dekel from Saban Brands, Greg Economos and George Leon from Sony Pictures Consumer Products, Ted Larkins from CPLG, Tim Kilpin from Mattel, Henry Stupp from The Cherokee Group and many more.

Perhaps its best-known educational initiative is through its role as knowledge partner for the various shows it supports and its coordination of Licensing University at the U.S.'s Licensing Expo.

The comprehensive conference program features more than 20 seminars spread over the Expo's three-day event that touch on a broad range of topics relevant to licensing professionals—from up-and-coming newbies to experienced executives.

At this year's Licensing Expo, which takes place June 9-11 in Las Vegas, Nev., LIMA will also be introducing a new series of 16 short, interactive roundtable discussions on timely issues such as revitalizing classic brands and 3D printing.

LIMA also hosts the event's executive keynote, which this year will include a panel of industry heavyweights on the topic, "Where is Retail Headed, and How Will We Get There?," and feature Richard Barry, executive vice president and chief merchandising officer, Toys 'R' Us; Dow Famulak,



Lorne Bloch (Junk Food), Adam Beder (Spin Master), Sean Bunner (HSN), Ed Labay (Hot Topic) and moderator Marty Brochstein, senior vice president, industry relations and information, LIMA, at a 2014 Licensing University retail session.



CONGRATULATIONS
LIMA
on 30 incredible years.



THE LIMA BOARD

LIMA's Board of Directors represents all aspects of the licensing business, from licensors to licensees, service providers and retailers on a global scale. Board members serve three-year terms, and are elected by the LIMA constituency.

The current Board:

Rick Van Brimmer (chairman), associate vice president, business advancement and affinity management, The Ohio State University
James Silfer (vice chairman), senior vice president, business development, The Joester Loria Group
Michael Brown, vice president, sales and business development, Amscan
Marilu Corpus, president and CEO, Click! Licensing Asia
Ciaran Coyle, vice president and head of global brand licensing, Electrolux Group Global Brand Licensing

Paul Flett, principal, Prominence Brand + Talent

Christian Fortmann, partner, European trademark attorney, 24IP Law Group

Dell Furano, CEO, Epic Rights

Darran Garnham, chief commercial officer, Mind Candy

Elias Hofman, president, Exim Licensing

Tim Kilpin, executive vice president, international, Mattel Brands

Cindy Levitt, vice president and general merchandise manager, Hot Topic

Sara Nemerov, founder and CEO, Envy

John Parham, president, Parham Santana

Henry Stupp, CEO, The Cherokee Group

Peter Yoder, vice president, consumer products, Cartoon Network Enterprises

"THE MOST SIGNIFICANT VALUE THAT MEMBERSHIP IN LIMA OFFERS IS THAT IT AFFORDS ITS MEMBERS THE ABILITY TO NETWORK OUTSIDE THE CONFINES OF THE TRADITIONAL BUSINESS ENVIRONMENT. RELATIONSHIPS ARE AT THE CORE OF THE BUSINESS OF LICENSING. THEREFORE, AN ASSOCIATION THAT ENGENDERS THE ESTABLISHMENT AND GROWTH OF SUCH PROVIDES THOSE WHO PARTICIPATE WITH A VALUABLE CHANNEL FOR EXPANSION OF THEIR BUSINESS INTERESTS."

—DANNY SIMON, PRESIDENT, THE LICENSING GROUP

president, Global Brands Group; Mike Fitzsimmons, founder and chief executive officer, Delivery Agent; and Lisa Harper, chief executive officer, Hot Topic.

"We're pleased to provide a forum for industry leaders to come together and discuss some of the most important issues facing the licensing business today," says Riotto. "This year's speakers will offer a bird's eye view of how best to navigate the current and future retail landscape to help attendees move their businesses and brands forward."

The keynote will take place on June 9 at 8 a.m. at the Mandalay Bay Convention Center.

LIMA also supports the conference program at the Hong Kong International Licensing Show, which, says Riotto, has grown enormously since its inception, expanding from about 150 participants to 1,500 registered attendees this year.

Member Events and Knowledge Sharing

The other main prong of LIMA's functionality is its networking opportunities.

According to Riotto, there is a social engagement event at some place in the world each month. As a benefit of membership, LIMA participants can attend any of these networking events.

There's also LIMANET, an interactive, global

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LICENSING HALL OF FAME

The Hall of Fame award is the highest honor LIMA bestows upon professionals that exemplify a continual commitment and unique contribution to the licensing business.

The 2015 recipient is Cheryl Stoebenau, president, CAS Marketing. Stoebenau will be inducted into the Licensing Hall of Fame at the LIMA Licensing Awards ceremony, which takes place during Licensing Expo.

Inductees include:

2014—Debra Joester and Joanne Loria
2013—Bernard Leifer
2012—Stan Clutton and Howard Roffman
2011—Leigh Anne Brodsky
2010—Alan G. Hassenfeld and Stephen D. Hassenfeld
2009—Greg Battersby
2008—Nancy Bailey and William “Bill” Battle
2007—Neil B. Friedman
2006—Shintaro Tsuji

2005—Al Kahn
2004—Brad Globe
2003—Beverly Cannady and Lois N. Sloane
2002—Fred Favata
2001—Walt Disney
2000—Arnold Bolka
1999—Jack L. Weissman
1998—Pete Rozelle
1997—Joseph P. Grant and George Lucas
1996—Marvin D. Melnikoff
1995—Daniel R. Romanelli
1994—Gary Caplan and Charles Schulz
1993—Jim Davis and Mark McCormack
1991—Joseph Barbera, William Hanna and Jim Henson
1990—Herman “Kay” Kamen and Walter Wormser
1989—Charter Members: Murray Altchuler, Connie Boucher, Raymond Butman, Jack Chojnacki, Jerrold Robinson and Stanley Weston



LIMA Hall of Fame 2014 co-honorees, Debra Joester and Joanne Loria, The Joester Loria Group.



Hall of Fame 2010 honoree Alan G. Hassenfeld, Hasbro, with Charles R. Otto, Jr. Hassenfeld and the late Stephen D. Hassenfeld, Hasbro, were both recipients of the honor in 2010.

HAPPY 30TH BIRTHDAY, LIMA!

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OVER 35 COUNTRIES. ALL BEFORE THE AGE OF 30.

Congratulations, LIMA, on thirty years of excellence.



"LIMA IS NOW FAR MORE EFFECTIVE IN REACHING OUT TO ITS MEMBERSHIP, BEING RESPONSIVE TO INDUSTRY ISSUES AND PROACTIVE THROUGH EDUCATION-SUPPORTED INITIATIVES. I APPLAUD THAT EFFORT AND AM HOPEFUL THAT THE NEXT 30 YEARS WILL BE CONTINUED GROWTH AND RESPECT FOR THE ORGANIZATION AS WELL AS THE INDUSTRY."

-DAN ROMANELLI, FOUNDER AND FORMER PRESIDENT, WARNER BROS. WORLDWIDE CONSUMER PRODUCTS, AND CONSULTANT AND ADVISOR FOR ENTERTAINMENT AND LICENSING

directory of licensing professionals. The resource lists key licensing contacts from across the industry alongside properties owned or represented. LIMANET also has a live feed on its homepage that updates in real time and which LIMA members can utilize for promotions and the like. In the spirit of full functionality and ease of use, LIMANET is mobile compatible.

It also offers the LIMA Young Professionals Network, which is a way for those early in their career to participate in educational, developmental and social opportunities that create business prospects.

A further bonus to LIMA membership is access to its multiple research and knowledge sharing initiatives.

Most recently, LIMA has commissioned its broadest annual report yet in an effort to tap into licensing data around the globe. Brandar Consulting has been appointed to help conduct and facilitate the Global Licensing Survey, which examines the size of the trademark licensing business worldwide, expanding its research beyond U.S./Canada borders. While this type of research has been ongoing for 14 years, says



CONGRATULATIONS ON
30 YEARS
OF OUTSTANDING SERVICE





LIMA's executive breakfast on digital marketing trends: Jeff Roach (Fuel Youth Engagement), Evan Greene (The Recording Academy/Grammys), Natalie Novak (UTA) and Jonathan Perelman (BuzzFeed Motion Pictures) with moderator Marty Brochstein.



Brandgenuity won 2014's overall best licensed program for "Duck Dynasty."

Riotto, the 2015 survey is its largest undertaking yet, providing members with high-quality, useful data.

"One of the by-products of the Global Licensing Survey we see is attracting the attention of major

companies that have IP that isn't being utilized," says Riotto. "This will allow them to see the size and potential of various markets around the world and provide incentives for them to be more focused



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Industry Merchandisers'
Association on
30 Years**
of
**Industry Thought
Leadership**



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and generate results with 100 million women

LIMA LICENSE OF THE YEAR WINNERS

2014—Overall Best Licensed Program of the Year:
Duck Dynasty by A+E Networks/Brandgenuity

2013—Overall Best Licensed Program of the Year:
Skylanders by Activision Publishing

2012—Overall Best Licensed Program of the Year:
Angry Birds by Rovio Entertainment Ltd.

2011—Overall Best Licensed Program of the Year:
Toy Story 3 by The Walt Disney Company

2010—Overall Best Licensed Program of the Year: The
Twilight Saga: New Moon by Summit Entertainment

2009—Overall Best Licensed Program of
the Year: Bakugan by Nelvana Enterprises
and Cartoon Network Enterprises

2008—Overall Best License of the Year: High
School Musical 2 by The Walt Disney Company

2007—Overall Best License of the Year: Disney/
Pixar Cars by The Walt Disney Company

2006—Overall Best License of the Year: Star Wars:
Episode III Revenge of the Sith by Lucasfilm

2005—Overall Best License of the Year: Spider-
Man 2 by Spider-Man Merchandising (Marvel
Enterprises and Sony Pictures Consumer Products)

2004—Overall Best License of the Year: Bratz
by Isaac Larian/MGA Entertainment

2003—Overall Best License of the Year: Spider-Man
the Movie (The Columbia Pictures Theatrical Release)

2002—Overall Best License of the Year:
Bob the Builder by HIT Entertainment

2001—Overall Best License of the
Year: Powerpuff Girls

2000—Overall Best License of the Year: Pokemon

1999—Overall Best License of the Year: Teletubbies

1998—License of the Year: Rugrats

1997—License of the Year: Goosebumps

1996—License of the Year: Winnie-The-Pooh

1995—License of the Year: Lion King

1994—License of the Year: Barney & Friends

1993—License of the Year: Quality
Family Entertainment and the property
Thomas The Tank Engine

1992—License of the Year: The Walt Disney
Company and The Little Mermaid

1991—License of the Year: Surge Licensing Inc.
and the property Teenage Mutant Ninja Turtles

1990—License of the Year: LCA Entertainment
for the property Batman

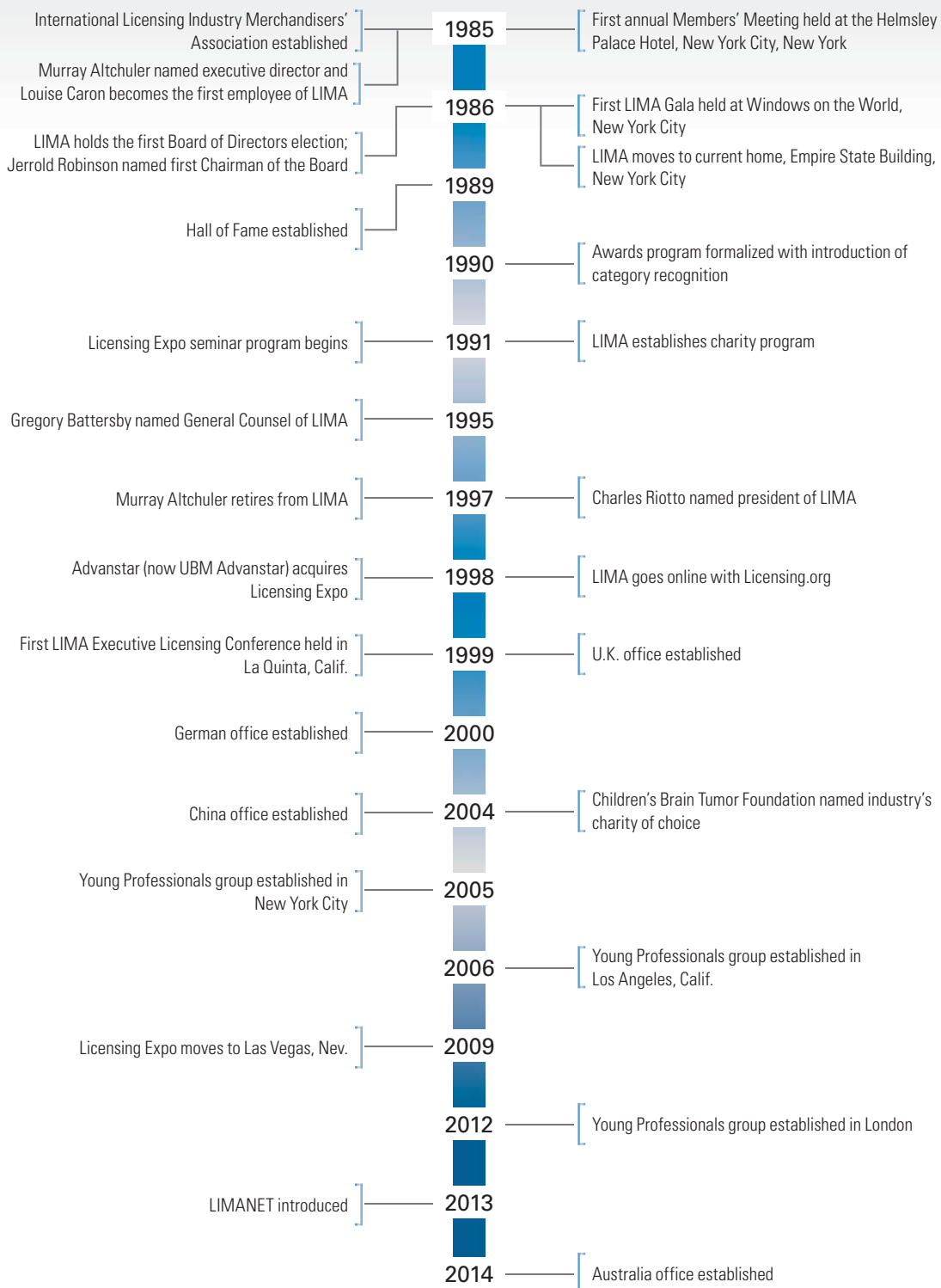


The 2010 LIMA annual License of the Year award winners.



The 2008 LIMA annual License of the Year award winners.

LIMA'S MAJOR MILESTONES



Happy 30th Birthday, LIMA!



Thanks for inviting the weirdos to
your party for all these years.

HOT TOPIC®

{ LIMA's 30th }



The 2008 annual LIMA gala.



Charles Riotto with Licensing Expo 2014 keynote speaker Jeffrey Katzenberg, CEO, DreamWorks Animation.

on their IP and the many benefits of licensing.”

Last year, LIMA also introduced a new series of consumer survey reports that focus on children’s brands and characters. The Kidz Global Study is offered free of charge to LIMA members as a quarterly report on nine countries and semi-annually for an additional 22. The report analyzes the awareness, popularity and product appeal of the world’s top 30 most important kids’ brands.

Additionally, LIMA has partnered with entertainment industry trade publication *Variety* for a series of summits on



Cheryl Stoebenau, 2015's Hall of Fame honoree, at the LIMA Annual Meeting providing an update on LIMA's work with the Children's Brain Tumor Foundation.

the entertainment, licensing and technology businesses.

LIMA has been a media partner for the last three *Variety* Entertainment & Technology Summits, the first of which was held in October 2014, followed by January's CES event and last month's summit in New York. Speakers have participated from such best-in-class companies as Warner Bros., Hulu, Facebook, Google, Oculus VR and more. In April, LIMA signed on as the marketing partner for this year's Massive: The Entertainment Marketing Summit presented by *Variety*. The event was held in Los Angeles and included keynotes by Loren Angelo, head of marketing, Audi, and veteran Hollywood producer Neal Moritz.

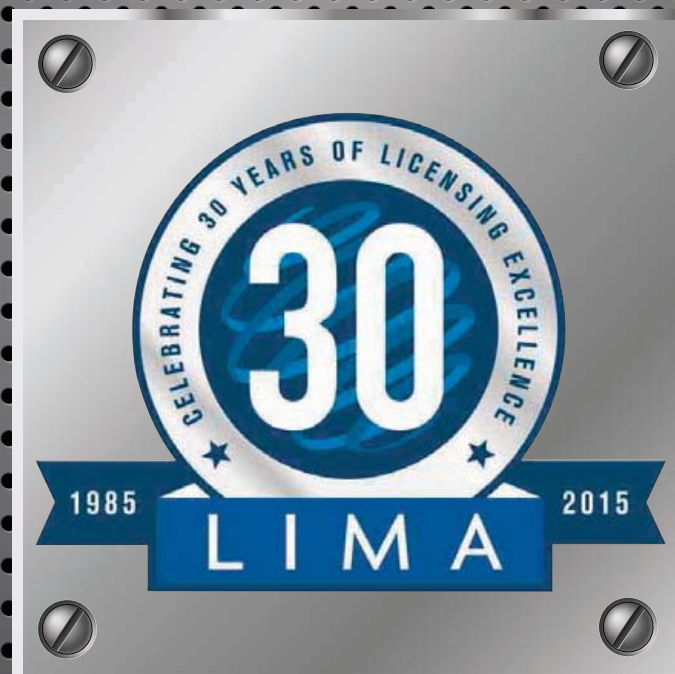
LIMA Around the World

With offices in key markets around the world, LIMA is committed to enriching its membership globally; a strategy that Riotto says runs parallel to the licensing industry's worldwide growth.

LIMA has purposefully placed regional bureaus in its leading territories including China, the U.K., Australia, Germany and Japan.

LIMA's second international office was opened in Germany

Congratulations



From your friends at



in 2000 under the guidance of Heike Winner, managing director. Since then, membership has grown to nearly 200 companies, with virtually every major licensing company in the country participating. LIMA Germany organizes the two most relevant and important local industry events of the year, Day of Licensing each April in Cologne, and Licensing Market in Munich in November, which also features the German Licensing Awards that recognizes achievement and excellence.

In 2002, LIMA Japan was the association's first official foray into the Asian market. Even though Japan was (and continues to be) the most developed licensing market in Asia, there existed no industry organization at that time to provide cohesion and unity to the local market. Today, LIMA Japan produces an extensive slate of educational and networking events and serves as the official education provider for Licensing Japan, the major trade event for the domestic and surrounding markets. LIMA Japan also produces the Japan Licensing Awards each July and organizes the Japan Pavilion each year at Licensing Expo in Las Vegas.

Asia in particular is a market that Riotto and Tani Wong, managing director, LIMA China, see as an aggressive growth area. To better serve this region of the world, LIMA opened its LIMA China office in 2004.

"In the last decade, licensing in Asia has experienced robust growth, and China has become the focus for business expansion," says Wong. "The retail sales of licensed merchandise recorded almost 400 percent growth [in China], compared with 2005. This trend will continue in coming years as the Chinese become richer and there is a huge demand for authentic products. At the same time, the market is getting very competitive as more and more foreign brands have entered the country and many local properties have been developed and are becoming popular."

This growth, in addition to the Chinese Ministry of Culture's push to encourage homegrown brands and properties, is a main reason why LIMA is vital to the licensing industry's success in the region and a key resource to combat common obstacles licensors, licensees, manufacturers and retailers face there.

"Though LIMA's operation in China is smaller, we are the leading trade organization for the licensing industry here," says Wong. "Many companies view LIMA as a credible source of licensing information and as an education provider."



The 2014 LIMA U.K. Licensing Essentials course.

Members of LIMA China represent such major companies as Beijing Dream Castle Culture Co., DMG Entertainment, Guangdong Alpha Animation and Culture Co., NBA China, Pacific Licensing Studio, Shanghai Oriental DreamWorks Culture Media Co., Topps Europe and UYoung Culture and Media Co.

Riotto too predicts rapid growth in Asian countries, particularly China and India, as well as Russia. LIMA's diverse membership reflects this growth, also, with about half of its members in the U.S. and the remaining from all other major licensing markets.

"As an organization, LIMA has had the foresight to understand that there is great growth potential around the world," says Riotto. "For the first 15 years, well over 90 percent of LIMA members were in the U.S., but more recently we've actively pursued membership around the world."

In Europe, Kelvyn Gardner has served as managing director, LIMA U.K., for eight years, but his tenure within the licensing industry stretches back nearly 30 years. Over the course of his career,



The new LIMA booth debuted at Licensing Expo 2014.



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LIMA

on your 30th Anniversary



All of us at the UBM Advanstar Licensing Group, are proud and honored to have the privilege to work with Charles Riotto and the great team at LIMA to support our industry.

We wish you many years of continued success.





Steve Antosy, John Duff (Dependable Solutions), Kyle Tannler (Conde Nast) and Stu Seltzer (Seltzer Licensing) at the 2014 LIMA golf outing in New York.

he has seen the industry grow exponentially, a trend he expects to continue over the next 30 years.

The U.K. branch includes 140 member companies such as BBC, ITV Studios, Aardman Animation, Penguin RandomHouse, Sony Computer Entertainment Europe, Entertainment One and Unilever, among others.

Gardner says that the role of LIMA is broad.

"LIMA provides many things, but perhaps most importantly it provides a focus on licensing as a business tool," says Gardner. "Licensing veterans need to constantly remind ourselves that, despite the size of the business, we touch only a small percentage of all the consumer goods manufacturers out there, likewise there are many brand owners who are outside of the business. There is a constant and vital requirement that we be out there explaining how licensing is valuable, profitable and viable. LIMA can tell this story without it looking like a sales pitch for any one brand."

His best example of licensing's profitability and allure is the automotive tire company, Michelin, a reluctant licensor.

"For years, Michelin rejected licensing as too risky for its brand," says Gardner. "Around a decade ago, however, they were persuaded to give

it a shot by another LIMA member, TLC."

With support from TLC, Michelin launched its brand extension program, which now includes accessories for cars, bicycles, motorcycles, trucks and even footwear. According to Gardner, the company's program grew so successful, Michelin brought the program in-house and appointed a dedicated team to oversee it.

"For Michelin, licensing delivers daily touchpoints for consumers who might otherwise have no Michelin brand contact, apart from those down days when a tire needs replacing."

The case study offers a glimpse into the importance of licensing and just how vital support for the industry, such as what LIMA provides, is to continue to broaden the field.

LIMA is fairly young in Australia, says Tony Bugg, managing director, LIMA Australia, but its influence has taken root just the same. Companies such as The Australian Football League, Wild Pumpkin Licensing, Warner Bros., The Cotton On Group, Mattel, Hasbro, Haven Licensing, Big Balloon and Jasnor are all counted among LIMA Australia's membership.

"LIMA is quite new to the Australian market, however we have been able to develop a growing membership base over recent years," says Bugg. "We currently have a LIMA office in Melbourne and develop and deliver a strong service suite to our members. LIMA now provides services on the ground for the industry and for our members including, networking events, education, recognition of achievement, addressing the state of retail and providing advice. All of these things add great value and, in turn, benefit the industry. Along with the information we provide, our educational programs assist in strengthening the industry knowledge base."

A perfect example of LIMA in practice in Australia? The case of Kmart, says Bugg.

"Kmart is a leading mass market retailer that exited licensing eight years ago. They have decided to re-enter the market with limited knowledge of how they should approach the task," says Bugg.

Faced with the undertaking of re-engaging the licensing industry and re-educating their team of buyers, LIMA was able to offer a resource the retailer could benefit from.

"Kmart was an unlikely LIMA member, but we met with them and explained our charter," says Bugg. "Kmart joined LIMA to gain access to our independent professional advice, educational programs and to re-connect with the industry."

For LIMA members, no corner of the earth and no global market is unknowable or unapproachable, an ethos that will likely only continue to grow for 30 more years.

License! Global, and the licensing industry on the whole, wishes LIMA a happy 30th anniversary. ©



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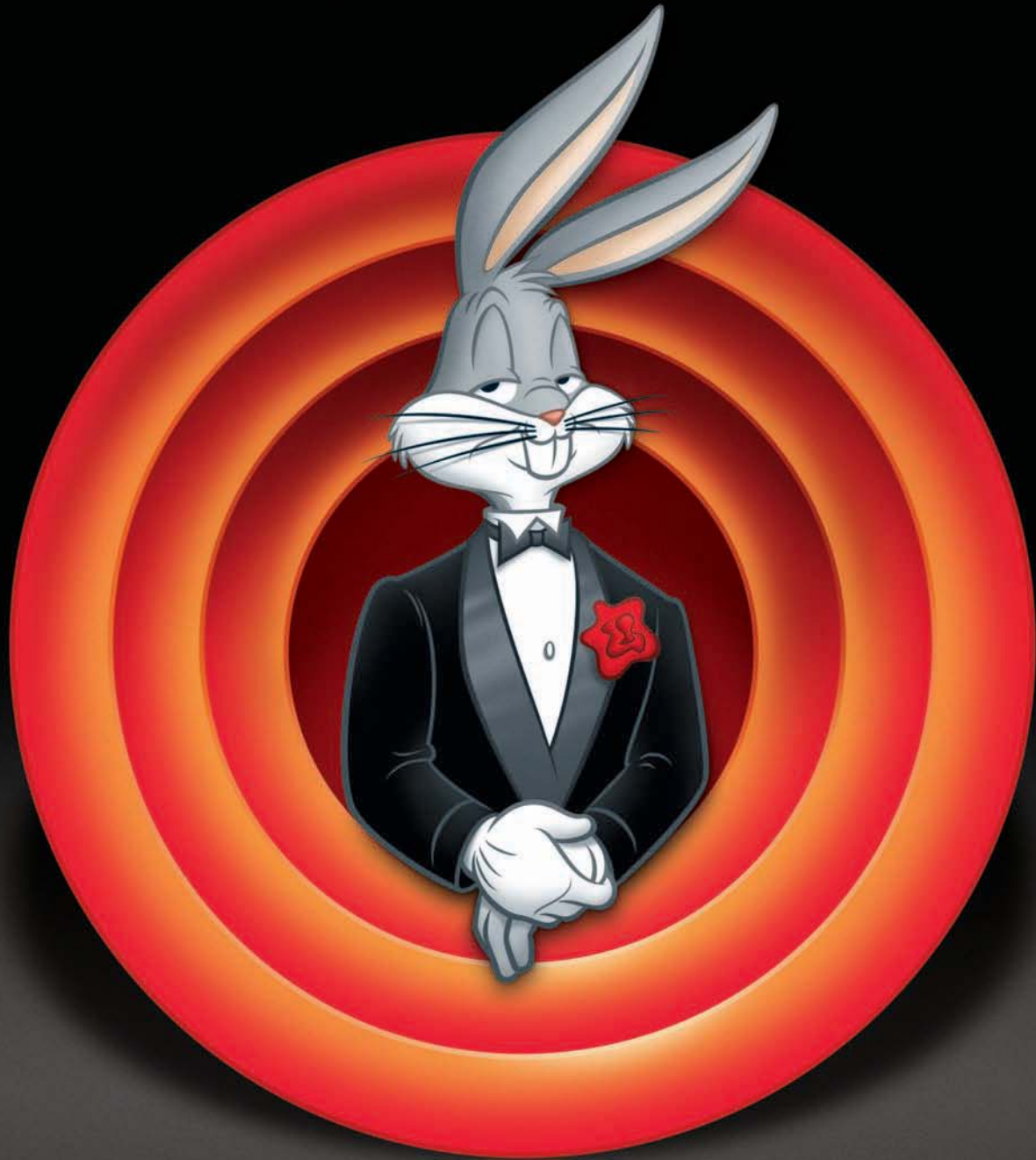
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AHMAD NASSER
president, NFL Players Inc.



STEVE SCEBELO
vice president, licensing and business development, NFL Players Inc.

In order to continue to grow its licensing business, NFLPI is getting its players directly involved in all aspects, from development to execution.

by Tony Lisanti

As part of its growth strategy to expand the marketing and licensing partnerships of its football stars, NFL Players Inc. has done what so many progressive companies have done: go right to the source for feedback, advice and new ideas.

The marketing and licensing arm of the National Football League Players Association recently formed the Players Advisory Council, which gives the players direct input into all aspects of its business including brand licensing, marketing and sponsorships. Conversely, it gives the players the opportunity to better understand NFLPI's initiatives and partnerships.

"We formed the council to give players direct access and input into our business," says Ahmad Nassar, president, NFLPI. "We recognized that a group of players was voicing its passion for creating new business opportunities, and felt that this council would be the ideal two-way communications vehicle for our staff to receive and share feedback on our business. This is a great opportunity to demonstrate that our staff and the players are on the same team."

"It's all about communication to let the players know what we are doing and why we are doing it," adds Steve Scebelo, vice president, licensing and business development, NFLPI. "The Players Advisory

Council was formed in March and is comprised of 11 players who will meet regularly to receive business updates and consider strategic licensing, marketing and sponsorship proposals to grow the business for all, as well as initiatives from its own player fraternity."

The members of the new NFLPI Player Advisory Council are Michael Bennett, Chase Blackburn, Jay Feely, Mark Herzlich, Rashad Jennings, Paul Kruger, Josh McCown, Ryan Mundy, Craig Robertson, Richard Sherman and Leon Washington.

"The goal of the Council is to educate, counsel, bring awareness, give ownership and accountability and to reinforce for every player in the NFLPA that he is the CEO of his name and his brand," says Rashad Jennings of the New York Giants, who came into the NFL in 2009. "The Council has the opportunity and responsibility to help each player maximize the potential of his personal and professional brand. During a player's NFL career, the Council hopes to secure as much wealth as possible while providing the best wealth management tools available.

"The NFLPA is made up of players who are from many walks of life and various academic backgrounds. We need to provide a common understanding of what players need, what the fans want and what owners require," Jennings adds. "Giving players the opportunity to bring

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Richard Sherman, Paul Kruger, Rashad Jennings and Chase Blackburn at the 2015 NFLPA Board of Player Representatives meeting.

their first-hand knowledge to the table in the decision-making process of the NFL is a win-win for all involved.”

This year, NFLPI ranked No. 46 in the exclusive Top 150 Global Licensors Report, published annually by *License! Global*, and reported \$1.3 billion in retail sales of licensed merchandise worldwide in 2014.

According to Scebelo, there will be more than 100 players actively involved regularly with the NFLPI’s business including the 11 council members;

brand ambassadors, which are being expanded to 32, one from each city; and other team player representatives.

“They directly helped develop over 1,000 player deals, and we just want to keep expanding this,” Scebelo says. “We let the players set the agenda. They may see a product or something a lot of players are using or think that it might be a business opportunity.”

One example of how this is working is with Seattle Seahawks star player Marshawn Lynch, who created his own fashion brand, Beastmode, separately from the NFLPI and promoted it at the Super Bowl XLIX press conference in January.

“Only a small number of players can do that,” Scebelo says, “We explained to the players that we talked to the company that

did Beastmode about how to develop a platform and resources to do something similar for other players.”

In addition, Scebelo says the NFLPI explained the implications of social commerce and 3D printing and what it means to many roster players in the future.

“We are explaining to the players the lengths we are going to in order to build the business and opportunities for them,” he says.

Other initiatives that are being discussed and expanded, according to Scebelo, include aligning players with local and regional sponsorship opportunities at the college campus level, and possibly even high school and Pop Warner, which he believes will lead to merchandise opportunities. Licensee Panini just launched a collection of college trading cards for NFL players and Fanatics recently launched college jerseys. The Brandr Group represents the players group across all categories for collegiate branded merchandise and sponsorships.

Another area NFLPI is developing is international as the NFL continues to expand globally with games being played in the U.K. again this year, and with possible expansion to Brazil, Germany, Mexico, Canada and China being considered.

“Player involvement in this process will create a cohesiveness that will strengthen the NFLPA as an organization,” explains Jennings. “Players who have a sense of ownership in a successful brand will have a greater sense of pride and personal responsibility for its welfare. This applies to their responsibility for their own personal brand. Taking ownership of their own success, and seeing the impact it can have in the locker room and throughout the organization will strengthen the NFLPA and help bring about a positive cultural change for professional football.” ©



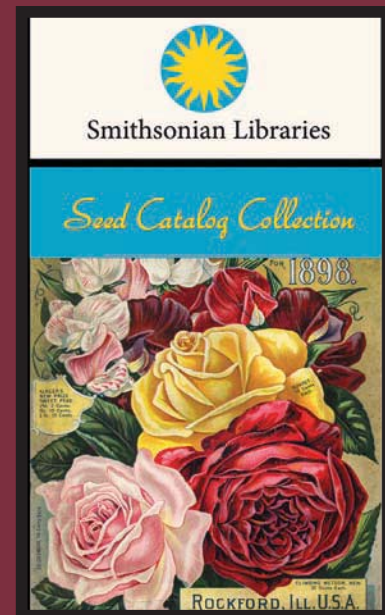
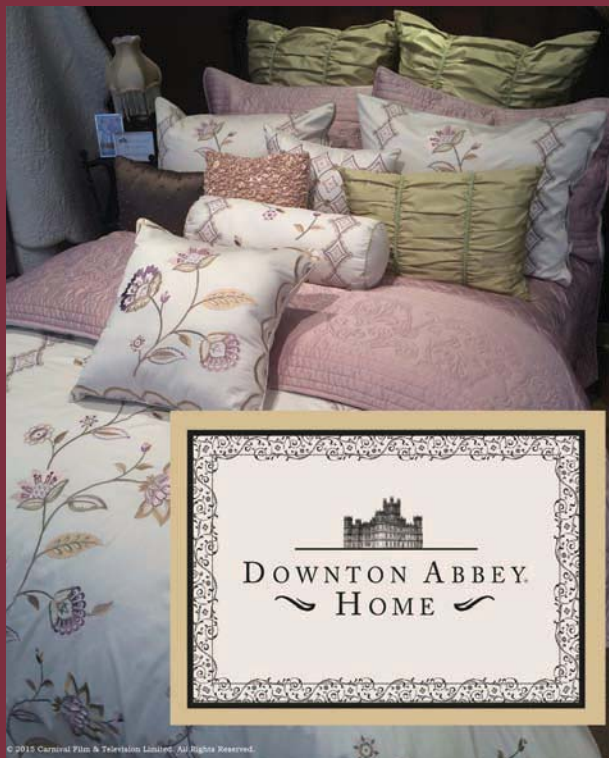
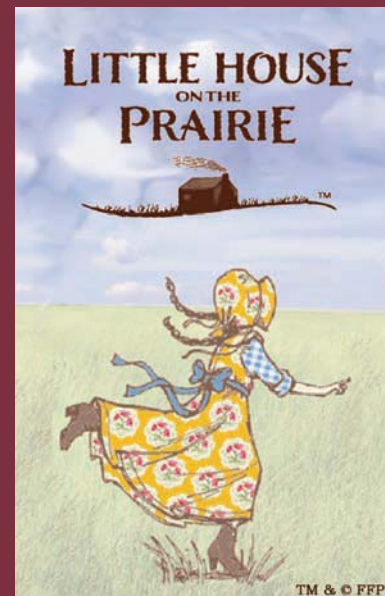
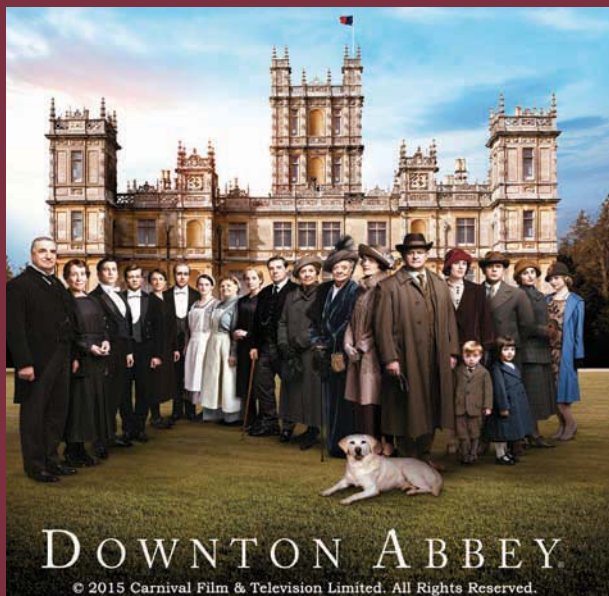
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BOOTING UP

AwesomenessTV is continuing to build its consumer product program for its own brand and the brands of its digital stars.

by Amanda Cioletti

Launched only in 2012, AwesomenessTV, the multi-channel network and part of DreamWorks Animations, has become as mainstream as MCNs can be, achieving a truly “awesome” fan base and steady stream of traffic to its myriad (almost 92,000) channels. With more than 79 million subscribers, approaching 2 billion videos and nearly 8 billion views, ATV is a behemoth in the MCN world, and is building a solid consumer product program to round out its offerings, as profiled in *License! Global's* exclusive December 2014 cover story, “AwesomenessTV: The New Vibe.”

Helmed by Jim Fielding, ATV anchors its product program with its AwesomenessTV Signature array across apparel and accessories.

“The AwesomenessTV Signature licensing program has grown excellently,” says Fielding, global head of consumer products, DreamWorks Animations and AwesomenessTV. “For the balance of 2015 and 2016, we are working on expanding our distribution globally. You will start seeing international placements in the near future, along with several new categories.”

The program plays out at retail both online in ATV’s official store and in traditional (and not-so-traditional) brick-and-mortars.

A successful venture that keeps in the spirit of ATV’s innovative content and activations are the pop-up shops. The first pop-up hit Los Angeles, Calif., last year, and this year, a pop-up launched in New York City.

“AwesomenessTV will continue our strategy of approaching the retail landscape in a variety of ways,” says Fielding. “We are working with all types of retailers and across all distribution channels. The pop-up shop we did in New York earlier this year was a success, and we are always on the lookout for interesting opportunities, but our core focus remains on retail placement with our key partners.”

A key partner since 2014 is Kohl’s. ATV has placement at the retailer for a junior’s fashion collection derived from its hit series “S.o. R.a.d.”

The other function of ATV is to act as its talent’s licensing and branding agent. With a continuously refreshed pool of creative and engaging celebrities, ATV has cultivated many of its most popular stars and supported them with appropriate product programs.

“The great news about our creator talent is that they are extremely diverse and interested in a wide array of subjects, so you really can match them to every product category,” says Fielding. “Most of our influencers start in apparel, but we have a multitude of creators working in the home and hardlines space.”

And talent is truly the pillar upon which ATV and its supporting product division stand. New consumer product programs are in the works to support digital stars such as Lia Marie Johnson, Arden Rose, Alex Aiono, Jiff the Pomeranian, Jimmy Tatro and Cimorelli, which is comprised of six sisters singing pop hits a capella, among many others. These stars round out ATV’s portfolio, which also includes such network stars as Teala Dunn, Meg Deangelis and Sawyer Hartman.

Because of the fluidity and flexibility of the ATV platform and the talent, many of these stars are not just one thing—not solely an actor, singer, beauty guru or comic. The stars intersect and evolve, often appearing on various different channels simultaneously in all sorts

of capacities, or even starring in one of ATV’s several scripted series. Some even go on to feature in traditional network TV shows, such as Nickelodeon. And these stars, in whichever capacity they appear, receive ATV’s support.

“We utilize a wide range of activations to support our programs, including scripted series, docu-series and interactive video posts on all social media platforms,” says Fielding. ©



JIM FIELDING

global head of consumer products, DreamWorks Animations and AwesomenessTV

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THE RIGHT MIX

Licensing agency The Joester Loria Group is extending both popular and heritage food and beverage brands to create programs that are not only tasty, but lucrative.

by Amanda Cioletti



DEBRA JOESTER
president, The Joester Loria Group



JOANNE LORIA
executive vice president and chief operating officer, The Joester Loria Group

In an age of food-centric TV programming, celebrity chefs and everyday gourmands, Americans have grown to be a foodie nation. Brand extensions, then, are a natural course of action for food and beverage brands and are being executed in a myriad of innovative ways thanks to licensing agencies such as The Joester Loria Group, who are taking world-renowned properties and re-imagining them for the public through lifestyle concepts and consumer products.

“Food and beverage brands offer exceptional brand extension opportunities in both lifestyle categories and food-to-food licensing,” says Debra Joester, president, The Joester Loria Group. “Whether it’s the aspirational appeal of Corona’s ‘Find Your Beach’ campaigns, the branding and flavor profiles of SoBe and Cinnabon, or the nostalgic, timeless affection for Pop-Tarts, Fruit Loops and Rice Krispies, the relationship with consumers runs deep. Retailers are equally engaged, eager to offer more SKUs of their best-selling brands.”

With brands like Entenmann’s, Pepsi and its SoBe and Mountain Dew beverages, Kellogg’s, Corona and other Constellation Brands adult beverages and Pringles in its portfolio, JLG is furthering these properties into new, and sometimes unexpected, areas.

For Entenmann’s, JLG is capitalizing on the sweet baked goods company’s 100 years of heritage

and consumer affinity by extending its iconic flavor profile to multiple product categories.

“Unexpected food and flavor-blend combinations have been a growing trend for quite some time now,” says Joanne Loria, executive vice president and chief operating officer, The Joester Loria Group. “And Entenmann’s continues to innovate, adding new flavor profiles such as salted caramel, hot chocolate marshmallow and guava cheese to their robust line of sweet baked goods.”

This year, JLG announced a new brand partnership for Entenmann’s with The Jay Companies for a line of aromatic candles. The candles, which will span a range of sizes and flavors such as all butter loaf cake, cinnamon crumb cake and apple strudel, will hit retail this fall.

JLG has also brought the Entenmann’s flavor profile to coffees in the past, as well as bakeware.

Moving forward, JLG has secured three new consumable deals for the brand, extending Entenmann’s to additional categories.

Pelican Bay will bring Entenmann’s baked goods flavors to boxed breakfast mixes for mass retailers, as well as a private label partnership with retailers William Sonoma and Target; while JLG has brought together Entenmann’s with Real Brands for a line of premium chocolate. The items will hit market in December and the fall, respectively.



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For umbrella company Pepsi and its brands SoBe and Mountain Dew, JLG, the company's exclusive North American licensing agent, is bringing a wide range of applications to market.

First up, JLG has paired Pepsi with King Features to develop a co-branded lifestyle program that celebrates Pepsi and the pop culture icon, Popeye. For this collaboration, Pepsi and King Features will co-license their brands for a line of men's and junior's t-shirts from Body Rags, as well as additional lifestyle and fashion categories beginning in 2016.

SoBe Lifewater is a range of enhanced waters, teas and elixirs offered in a range of creative and exotic fruit blends. The brand is hardly new—it's been in market for nearly 20 years—but the flavor profiles it features are nothing short of fresh and innovative.

"Exotic fruits, especially superfruits, continue to be a strong trend in food and beverages," says Loria. "Its lush flavor combinations make SoBe a favorite with consumers, especially Millennials, and a natural for brand extensions in closely adjacent categories."

Some new or recently executed deals for the brand include SoBe frozen fruit bars from partner Philly Swirl and fruit snacks from Simply Natural/Healthy Food Brands.

Mountain Dew, perhaps, offers JLG the greatest room to extend the brand thanks to its ongoing influencer platform Green label, begun five years ago. Mountain Dew x Green Label reinforces Mountain Dew's active, urban brand messaging through activations and campaigns such as Green Label Exclusives or the GLX program, that brings together professional athletes and streetwear designers. This year, GLX will launch four more limited edition brand collaborations that will be sold exclusively via e-tailers such as Karmaloop, Zumiez and The Berries.

"In the fast-paced world of social media, Millennials are increasingly seeking content that engages them and gives perspective," says Loria. "Whether it is about a favorite artist, athlete or brand, consumers want new ways to interact and be part of the story."

JLG has further curated partnerships for the brand with lifestyle and skate companies such as Diamond Supply Co., Supra, DGK, HEX and Girl, as well as integrated GLX collaborations

into marketing campaigns and promotional initiatives.

All of these collaborations are additionally supported by video content.

Kellogg's is another heritage-type food brand that JLG is bringing to market in increasingly new ways. By leveraging its nostalgia factor, JLG has partnered the brand for everything from apparel to Rice Krispies treat making kits.

Next year, Kellogg's brands will partner with Australian specialty retailer Peter Alexander for a collection of sleepwear, loungewear, boxers, slippers and other accessories for men, women and children under the Kellogg's Vintage collection. The clothing line will be available at all 84 Peter Alexander stores on the continent, as well as online.

Also for Kellogg's, JLG has paired to create the Kellogg's Kitchen collection.

The goal of the collection is to address not only what to eat (Kellogg's brands foods, of course), but also how and where it's eaten and prepared via kitchen solutions such as tools, bakeware, small appliances and other kitchen essentials.

Under the Constellation Beer portfolio, which includes the Corona and Modelo brands, JLG, which has been working with the company since 2014, has executed a comprehensive licensing program and consumer engagement strategy that includes 12 licensees in key categories of fashion, accessories,

footwear, outdoor and beach gear, glassware, barware, home décor, giftware, appliances and electronics.

The turnaround for Corona- and Modelo-branded products was expedited as well, fast-tracking merchandise to market within six months. Product began hitting retail this spring at stores such as Target and Walmart.

Lastly, JLG has signed on to execute licensing deals for Pringles, which marks the first time the potato chip brand has ever been made available for product extensions. JLG has signed initial first deals for the brand in North America, and merchandise will begin appearing in North America soon.

Its first deal is in connection with iHip, a personal electronics company, to apply the Pringles brand to earphones, headphones, portable speakers, chargers and mobile phone covers; Fifth Sun will take the Pringles brand to young men's and junior's t-shirts, tanks, fleece tops, sleepwear and loungewear; while Odd Sox has been tapped for Pringles-branded socks. All collections will be available at specialty, mid-tier and mass retailers later this year. ©



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For Epic Rights, 2015 can be called the ‘year of execution.’

by **Amanda Cioletti**



LISA STREFF
*executive vice president, global
licensing, Epic Rights*

If 2014 was all about building Epic Rights’ impressive musical portfolio, 2015 is the year that the global branding, licensing, marketing and rights management company delivers.

“Last year was about securing our infrastructure and building Epic Rights and this epic roster,” says Lisa Streff, executive vice president, global licensing, Epic Rights. “2015 is about touching on new categories, but also about diving into new categories that we feel are going to give our artists recognition. While we have secured many partners, we have only touched on our global strategy.”

Epic Rights is charged with building the brands for arguably the world’s most lucrative and influential music acts, from the foundational John Lennon, KISS

and AC/DC, to the rock n’ roll royalty of Stevie Nicks, Aerosmith and now Billy Joel, to rock’s legendary club, CBGB, Woodstock and many, many others.

Beyond the typical licensing deals for music artists (think t-shirts, posters and other such fan-centric merchandise), Epic Rights has differentiated itself by what it can provide its licensees.

“One of the things that makes us unique is our great assets,” says Streff. “We have brand guides, design elements, poster art and really great creative branding tools. In the brand guides for our major programs, we have fresh assets, ownable assets and poster art. We have placed a significant focus on making sure we have great creative assets for our partners, which



we feel is making a huge difference.”

For brands such as KISS, 2015 will be about moving beyond the classic category extensions and cementing brand awareness in new regions such as Latin America and particularly Asia.

Epic Rights will capitalize on KISS’ renewed brand awareness globally, as the band is in the midst of a 40th anniversary worldwide tour, having just concluded its South American leg in February. 2014 was also a big year for the band stateside—KISS was inducted into the Rock and Roll Hall of Fame, was a headliner of the Macy’s Thanksgiving Day parade, launched the arena football league LA KISS and debuted their TV series “4th and Loud.”

For the remainder of the year, Epic Rights will focus on building on the success of KISS and its consumer product program, as well as push the brand into new categories.

“Many partners are seeking licenses for KISS,” says Streff. “The thing about them is that they can be in every category from costumes to action figures, consumables, apparel, accessories, soft goods—any imaginable category. The persona they’ve created on stage and their theatrics... the breadth of categories we can license for KISS is amazing.”

Epic Rights, which has the global rights to KISS, will grow their licensee base around the world this year, says Streff, with Japan and South America as concentrations. In those regions, the company will look to fulfill categories such as apparel, beverages, housewares, calendars and posters with distribution through all channels

of retail. Currently, KISS has 70 licensees in place.

“With [KISS band members] Gene Simmons and Paul Stanley, you never know what their plans are, but anything and everything is possible,” says Streff.

Another big property for Epic Rights is AC/DC. The company represents the band in partnership with Perryscope Productions. Together, Epic Rights and Perryscope will develop all-new global merchandising, licensing, retail and e-commerce programs for the band.

Currently, AC/DC is touring the world in support of their latest album, “Rock or Bust,” with festival stops and television appearances such as at April’s Coachella and on the Grammys along the way. Epic Rights plans to leverage the hype surrounding the band.

“With AC/DC, it’s all about the heart of rock and roll and their music,” says Streff. “It’s worked so well for so many years, and we’re not going to change that strategy. The focus is a classic AC/DC licensing program that we

will pepper with new art around the recent album, classic artwork, music and their recognizable songs.”

The retail approach for AC/DC will follow a similar path to KISS, with distribution ranging from specialty to mass. Product is in market now on a rolling release. It’s likely even more product is yet to come—according to Streff, Epic Rights has signed close to 30 partners for the band in the last month alone.

A third pillar of the Epic Rights 2015 strategy centers on the Woodstock brand. The classic festival, which took place in 1969, has established itself as an enduring brand that Streff says is more relevant than ever.

“The festival business—and not just in North America—is massive,” she says. “We get the benefit of that because people look at Woodstock—even the younger generation—as the authentic festival.”

For Woodstock, Epic Rights has crafted an apparel program that is centered on the festival’s sense of community that it fostered, such as peace and love, and the fashion “vibe” it created.

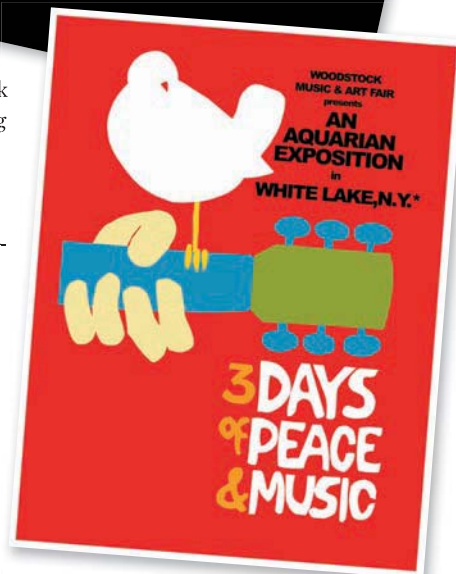
Apparel will be a primary category for the brand, with an emphasis on junior’s fashions.

“There isn’t a retailer out there that isn’t chasing the festival apparel business,” says Streff.

Woodstock apparel is in stores in North America now, with global announcements forthcoming. Products include fashion tops, skirts, leggings, accessories such as backpacks, jewelry, headwear, housewares and outdoor, among others.

Most recently, Epic Rights has partnered with Dream Media to represent legendary “Piano Man” Billy Joel for merchandise, licensing and e-commerce. The teams will collaborate to provide a full-service music merchandising strategy, including concert merchandise, the official Billy Joel online shop and the development of new retail and licensing programs across multiple categories such as apparel, accessories, gifts, collectibles and home décor.

For Epic Rights, the power of music is something that consumers are continually clamoring to harness, whether it be in the form of actual songs or products they can use to help build their own identity. For that reason, it’s an endless well of content to draw from and one that the company will continue to leverage not only in 2015, but for many years to come. ©



COPCORP KNOCKING IT

Boutique agency Knockout Licensing has established its brand identity and is positioning itself for ongoing growth.

by Barbara Sax



CAROLE POSTAL
president, CopCorp, and co-president, Knockout Licensing

It has been more than three years since industry vets Carole Postal and Tamra Knepper joined forces to create Knockout Licensing. Knockout has quickly become a preeminent licensing agency with numerous awards under its belt.

At this year's Licensing Expo, Knockout will unveil a new logo that builds on the equity of CopCorp Licensing, Postal's nearly 20-year-old licensing agency, and will showcase a number of new licensing programs for its high-profile properties.

Knockout's new logo cements the agency's identity. After partnering to form the company, Postal and Knepper soon realized that there was strong brand awareness of the CopCorp name, particularly internationally.

"We didn't want to lose the equity of the CopCorp name, but we wanted to be clear that Knockout was a new company," says Postal of the joint venture's founding. "My name is well-known in the industry, as is CopCorp, the company I have skillfully built over nearly two decades through the launch of billion dollar licensing programs. With all business now under the Knockout umbrella, the CopCorp name and our history of tremendous success is simply too precious and valuable to lose. We wanted our Knockout branding to reference CopCorp in some way, and in a way that helped clarify the partnership."

The reinvented Knockout logo achieves everything Postal and Knepper hoped it would, maintaining the familiarity of the CopCorp branding and

reaffirming its association with the new company.

"We're very pleased to have this new branding and logo—it signals a new chapter for CopCorp," says Postal. "We have now truly merged into one company that is here to stay, and one that is a force to be reckoned with."

The Next Chapter for 'Downton Abbey'

In 2012, Knockout launched a two-tiered licensing strategy for NBCUniversal International Television Production's "Downton Abbey" in the U.S. The program has positioned the series, once solely an entertainment

property, into an evergreen lifestyle brand designed to transcend its first-run broadcast life.

"Inspired by the success of the initial lifestyle product launch, our primary focus has shifted from fan-based, entertainment licensed products to the 'Downton

Abbey' Home brand extension," says Knepper. "While we all know that new production of the show will not go on forever, we have been able to transition the property into a classic brand that is truly timeless."

"'Downton Abbey' has offered us so many opportunities to find unique products and new categories and retail venues to pursue for licensing," says Postal.

Licenses range from the 1928 Jewelry Company for fashion jewelry to home décor and furnishings from Nostalgia Home Fashions and Heritage Lace, assorted teas by The Republic of Tea and Cost Plus World Market exclusive items such as mincemeat pies and lemon curd. Products now even extend to rose bushes that are



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specially bred to emulate the beauty and style of key characters from the show. The “Downton Abbey” Home collection will expand the brand to additional product categories including furniture, mattresses, bath and kitchen products, decorative accessories and garden products.

Postal says the “Downton Abbey” brand will also continue with new content, events and iterations beyond the television series including “Dressing Downton,” a traveling costume exhibit that showcases nearly 40 period costumes and jewelry from the series.

‘Outlander’—More than a Highland Fling

Last June, Sony Pictures Television appointed Knockout to build and manage the licensing program for “Outlander,” the TV series based on Diana Gabaldon’s *New York Times* best-selling book saga. The show, which airs in the U.S. on Starz, is in its first season—a second season based on *Outlander* book No. 2 is in production.

“We knew right away that this was a very special series,” says Postal. “There is a large, passionate and dedicated pre-existing fan base. With a ninth book in the works, there is certainly a significant future for this property.”

The show, which is set in Scotland, has a strong national theme and also a time travel element, which enables Knockout to develop an innovative marketing strategy.

“Of course we have the usual t-shirt and calendar licensing, but we are following our strategy for ‘Downton Abbey’ and expanding beyond the basics into categories that are right for the ‘Outlander’ brand,” says Knepper.

Tartan products are a key focus for merchandise that utilizes Sony-created exclusive and proprietary plaid patterns, each of which represent a different family or clan depicted in the series. The five patterns are officially registered with the Scottish Register of Tartans. The Celtic Croft is the property’s licensee for traditional apparel and accessories, which include custom-made wool kilts, shawls and tams made from the same wool that is used in the series’ costumes.

Walker’s Shortbread will also produce a line of cookies packaged in “Outlander” Tartan patterns, set to hit market in September. Additional products and cookies are in development for 2016.

“Anything having to do with Scottish culture is on our radar. Since plaid prints are extremely in fashion now, it’s a trend that ‘Outlander’ can certainly monetize,” says Knepper.

Knockout has also lined up AbbyShot to produce limited edition clothing and fashion accessories based on the actual costumes seen on the TV series.

Knockout has already signed more than 20 licensees.

“I think that’s a record,” says Knepper. “With such a strong start out of the gate, plus impressive viewership stats and DVD sales, the long-term potential for ‘Outlander’ is strong.”

Big Plans for ‘Little House’

Together with Friendly Family Productions, the original producers of the “Little House on the Prairie” series, Knockout is developing a unique lifestyle licensing program for this classic television and literary property.

Based on the classic books written by Laura Ingalls Wilder, the American pioneer stories have sold more than 60 million copies in 100 countries.

Knockout has signed Andover Fabrics to create and market “Little House on the Prairie” fabrics for quilting. Another licensee, The Queen’s Treasures, recently signed on for high-end play dolls, doll houses and accessories, including a covered wagon, all inspired by “Little House on the Prairie” characters and settings.

More News from Boo and Smithsonian

The Knockout team has also signed multiple new licensing agreements for social media sensation, Boo, The World’s Cutest Dog. App “Weather Puppy” recently launched a new iteration starring Boo and his pal, Buddy. This marks yet another digital platform for Boo exposure, joining digital stickers by Pico Candy as well as Facebook instant messenger stickers.

“Boo is a digital star, with a staggering 17 million ‘likes’ on Facebook, plus close to 600,000 followers on Instagram,” says Knepper. “Since Knockout knows the digital space so well, creating apps and IM stickers for Boo was naturally an important part of our licensing strategy for tech-savvy fans.”

A new property for Knockout is Smithsonian Libraries’ Seed Catalogue Collection, a treasure trove of beautiful artwork depicting colorful flowers, fruits and vegetables.

“The Smithsonian Libraries have done a magnificent job collecting, curating and preserving these images,” says Postal. “We’re working on a licensing program that includes home accessories and stationery. MegaBrands has already produced a range of stunning puzzles using images from the collection.”

The partners plan to have more deals to announce throughout the year.

“As a boutique agency, we are very selective in the properties we represent,” says Knepper. “And given the impressive licensing programs we have built for ‘Downton Abbey’ and Boo, and are just beginning to build for ‘Outlander’ and ‘Little House,’ our agency is well-poised for growth. With some new, exciting properties in the pipeline, we are looking forward to continuing to bring innovation, strategic marketing and new products to our breakthrough licensing programs.” ©





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nick's global approach

Nickelodeon is continuing to expand its brands around the world through multiple forms of consumer touch points.

by **Barbara Sax**

Nickelodeon Viacom Consumer Products is reaching families in new and exciting ways, having recently expanded internationally into retail, hotel and amusement park partnerships.

"When I took this position three years ago, the recreation space was one area I wanted to explore internationally for Nickelodeon Viacom Consumer Products," says Ron Johnson, executive vice president, consumer products, Viacom International Media Networks. "From toys to merchandise to interactive, on-the-ground experiences including hotels, theme parks and retail stores, we are committed to being everywhere kids and families are."

The company's research shows that families place a high value on spending time together, and VIMN is making sure that when parents are looking for fun activities for the entire family, Nickelodeon will be there with an array of options wherever they are in the world.

"Our research shows that families want to spend more time with each other than ever before, and we want to help create memorable experiences for them," says Johnson. "The consumer knows our brands broadly across many international markets, but we have an opportunity to

develop deeper, more meaningful associations with our brands. When consumers spend a day at Bikini Bottom inside a theme park or a night in a 'Dora the Explorer'-themed room inside a Nickelodeon hotel, they walk away with a more emotional connection to the character."

Retail venues are another way consumers can make an experiential connection to properties. Since 2013, VIMN has opened five Nickelodeon stores in international markets such as Panama, Honduras and Riyadh. The company's first flagship store opened in London in May.

"This is our sixth store opening, but it is our first flagship store, so this is really exciting," says Johnson. "The Leicester Square location is the No. 1 traffic destination in the U.K., and up to half of the visitors to the location are tourists, so the impact globally is significant."

Tina Calvo, chief executive officer, Entertainment Retail Enterprises, which owns and operates the London store through its Entertainment Retailer Limited subsidiary, says the 4,000-square-foot London flagship will have exposure to 3,000 people a day.

"We worked so hard to get this space in Leicester Square," she says. "The store is one place consumers can interact with all of the Nickelodeon properties



RON JOHNSON

executive vice president, consumer products, Viacom International Media Networks



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in one place. It's a great destination for a family and it's designed for people to go there to have fun."

There's no shortage of fun at the flagship store, which features character appearances, educational activities for kids and an iPad bar for families to play video games, enjoy Nick shows and try out branded apps. The design will be the model for other flagship stores around the world.

"The store features double-story plate glass windows from which SpongeBob SquarePants peeks out, so it brings a smile to people's faces right away," says Calvo.

The store also features a two-story video wall with a video that will interact with the store environment.

"It's one of the biggest video screens in London," says Calvo. "We have the capability to make it appear that SpongeBob is walking up the steps behind a customer."

On the second floor, video projections on the floor resemble water and bubbles, so visitors are transported to Bikini Bottom as soon as they reach the top of the stairs.

Over 80 percent of the store's merchandise is exclusive and includes a significant portion of U.K.-themed souvenir product. NVCP and ERE have plans for more Nickelodeon stores and flagships in the Americas, Europe, the Middle East and Asia.

"Jeddah, Saudi Arabia, will be the next opening after the London store," says Calvo. "We really want to bring the positivity of the Nickelodeon properties to other locations."

Last year, VIMN also announced a partnership with Karisma Hotels by Azul for the first Nickelodeon Experience in a number of hotels in Mexico. The exclusive experiences, which will include character dining and interactions, among other events, primed to launch this summer.

"These hotels feature live stage shows, character experiences and activities," says Johnson. "We have worked very hard to create brand equity that moms and dads recognize, so parents can be sure to trust the Nickelodeon brand when they travel."

"We are an upscale hotel chain with a five-star, triple-A rating, so we wanted to partner with a kids' brand that would fuel growth worldwide," says Armando Chomat, vice president, sales and marketing, Premier Worldwide Marketing, the exclusive representative of Karisma Hotels & Resorts. "When we met with

Nickelodeon, we believed in their vision. We wanted to make sure that our adult environment would remain an upscale, gourmet-inclusive resort that could also meet the needs of kids to create a true family vacation."

Nickelodeon and Karisma have partnered on two standalone Nickelodeon-branded hotels, as well—the first is slated for the Dominican Republic and due to open in late 2016, and another in Mexico with a target opening of 2017.

"The standalone hotels are Nickelodeon from the ground-up," says Johnson. "Karisma is a great partner and has an aggressive growth strategy. There is a lot of potential in expanding this partnership going forward."

"We're creating true destination hotels designed for guests to stay within the hotel for the entire length of their stay, and we'll have theaters, water parks, a gourmet village and other attractions that cater to all their desires," says Chomat. "We are already getting calls from people who are interested in staying in the hotels once they are finished."

VIMN has also signed dozens of deals around the world for live shows, theme parks and touring exhibits.

"We also just announced the opening of a 'SpongeBob SquarePants' exhibit that will tour Taiwan through 2016," says Johnson. "Additionally, we recently signed an agreement with SeaWorld Australia for a Nick Land attraction inside their park. The Australian market continues to be on fire for us from a recreation point-of-view."

VIMN will also soon launch a Lost Lagoon SpongeBob attraction in the Sunway Lagoon amusement park in Malaysia that will also feature a SpongeBob merchandise shop within the park.

Johnson says VIMN will continue to find new ways for

consumers to interact with its key properties.

"We are a TV and content company, and we will continue to win in that space. We will always support our evergreen, dependable properties like SpongeBob SquarePants, Teenage Mutant Ninja Turtles and Dora with great content. But we also have plans in place to grow our brands market to market, regardless of short-term TV ratings. We are effectively shifting our focus from a pure licensing model to a true consumer products company with evergreen brands." ©



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FABLE AIMS TO BE A TRUE LEGEND



With more than 20 million unique users, three BAFTAs and a decade of success, it would seem the 'Fable' franchise has nothing left to prove. But, with the release of the latest game in the series, game maker Lionhead is aiming to redefine the RPG model.

by **Bob Jenkins**

Launched 10 years ago as a single player, action-adventure role-playing video game, "Fable" has become one of the most successful gaming franchises of all-time and the best-selling game on Xbox. "Fable Legends," the latest installment of the franchise set to release later this year will see game maker Lionhead Studios rewrite the RPG model, both on- and off-screen.

Lionhead has appointed Beanstalk subsidiary Tinderbox as its licensing agent, a deal announced at Brand Licensing Europe in 2014. It's a strategic client for the agency, which is convinced that gaming is ripe to take its place at the forefront of the licensing business.

"Video games rule the world," says Dan Amos, head of new media, Tinderbox. (Amos is something of an evangelist for the medium.)

"They are an important and growing part of the entertainment business, and licensing is an increasingly important part of the business of video games."

To illustrate the growing popularity of gaming, Amos points out that, in the first week of release in 2007, *Harry Potter and the Order of the Phoenix* grossed \$140 million, while the video game "Halo 3" grossed \$300 million. Amos also points out that video games offer



users much more screen time—the video game "Killer Instinct" had an average play time of six hours.

"How many people watch 'Got Talent' for six consecutive hours?" asks Amos.

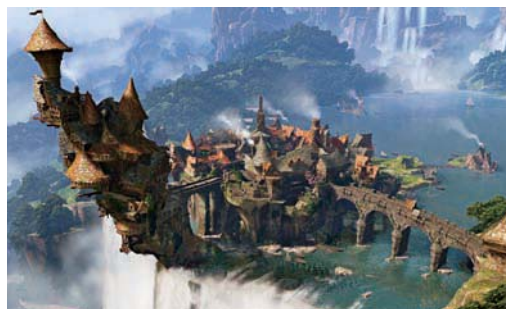
Despite this, when compared to other entertainment properties, there has been far less licensing around video games. This will soon change with Lionhead's newest game. Virtually everything about "Fable Legends" will break the established model for a gaming franchise—starting with the launch itself.

"We see 'Fable Legends' as a service, and so, unlike the usual game launch with a flurry of advertising and activity that dies away as quickly as it came, the launch of 'Fable Legends' will be a rolling process over a number of years," says Louise Murray, franchise director, Lionhead. "During this time, we will be collecting

and reacting to player feedback from [social media] posts, and new characters will be introduced and new story arcs developed—much like a TV series."

If that surprises you, try this—"Fable Legends" will be free of charge for players.

"Our aim is to build a community of happy players so, while free-to-play games are generally of a low quality, this will be AAA-quality with very high CGI; and, unlike



DAN AMOS
head of new media, Tinderbox



some high-quality games that advertise themselves as free, but in which only the very early stages of the game are free and players have to pay in order to progress to a meaningful level, 'Fable Legends' will be free at all levels—although there will be some elements that are paid for—but everything that affects game play can be earned."

It will also be available on both Windows 10 and Xbox One, so it will be much more widely available than the three previous editions of the game. This is one of several reasons Amos believes that "Fable Legends" is set to become gaming's breakout franchise.

"We are hugely excited about 'Fable's' potential as a licensing property for a number of reasons," he says. "First, it is a AAA franchise that has been successful for 10 years. This means not only is it a proven property, but also there already exists a large and dedicated group of Fable Faithful. It will have huge platform reach. The plan for a rolling launch means it will be continuously refreshed and supported. Lionhead has a well thought through vision for the development of the franchise. Finally, as part of this vision there will be genuine and meaningful cross-promotions between digital and physical products."

The consumer products campaign will follow the same extended rollout over a number of years as is planned for the game itself.

"Initially we will focus on toys and collectibles, publishing, apparel and accessories and gifts and novelties," says Murray. "This is our first significant move into licensing, and that is why we will take our

time with the consumer products campaign. It is very important that we find the right partners."

So, free-to-play, a huge platform reach, multi-year developmental rollout of both the game itself and the consumer products campaign... all of this is very exciting, but what about the actual game?

Currently in its beta phase, "Fable Legends" is a 4 vs. 1 MOQA (multiplayer online quest adventure). Each game is always played as a group, with the heroes pitted against one villain. The heroes that make up the group are regularly rotated, but if a player becomes especially fond of playing one particular hero, they can buy the right to always be that character. The villain has a top down, bird's eye view of Albion, the fictional country in which "Fable Legends" is set, and can control all of the characters except the heroes. A series of quests drive the main story, but there are other side quests along the way that are optional and not story driven. Players may choose to follow a side quest or not, but the story quests must be completed before they can move on to the next. Even so, there is great scope for replay because players can be different characters each time and are playing against different other players each time.

The game is poised for commercial success that will drive the property's brand awareness, alongside a long-term vision for the future of the franchise that is heavily structured around licensing. "Fable Legends" might just become a legend itself as gaming's breakout licensed property. ©





Plenty to Smile about



NICOLAS LOUFRANI
chief executive officer,
SmileyWorld

We all know them, use them and love them—Smileys, those yellow faces that allow us to show our true feelings in emails. They're lovable, ubiquitous (over 1 billion of them are shared on the Internet every day) and they're also big business.

by Bob Jenkins

The Smiley first appeared in the 1970s when French journalist Franklin Loufrani used it as a way of highlighting news items. But the real story began in 1997 when his son, and current chief executive officer, Nicolas Loufrani, launched the SmileyWorld company.

"From the beginning of SmileyWorld, my intention was always to create a property for merchandising,"

says Nicolas Loufrani. "I started by refreshing the original by giving them different facial expressions that reflected different emotions, and thereby created much greater engagement with the audience. But it was a pure merchandising operation, not the lifestyle brand that we eventually became."

Nonetheless, with the launch of the SmileyWorld, 1997 also saw the first-ever Smiley style guide

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"Outstanding" "Crazy, brilliant hit"
-SLATE.COM -ENTERTAINMENT WEEKLY

"A game changer" "Dazzling"
-THE LOS ANGELES TIMES -DENVERPOST.COM

"Stellar" "Fearless" "Sensational"
-THE NEW YORK TIMES -THE ATLANTIC.COM

"Changing the face of TV" "A massive hit"
-ENTERTAINMENT WEEKLY -VULTURE.COM

"Bold" "Red-hot"
-EW.COM -THE HOLLYWOOD REPORTER

"Amazing" "The best show"
-EONLINE.COM -USA TODAY

"Powerful" "Hottest"
-MTV.COM -INSTYLE

"TV's new hit"
-ENTERTAINMENT WEEKLY

"Perfect" "Cool"
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and the launch of the official website.

Then, when mobile phones with graphics hit markets everywhere, an even greater opportunity for Smileys opened up.

"We did huge deals with Samsung, Motorola and Nokia," says Loufrani. "This then started a virtuous circle—we were making a lot of money from merchandising, which funded ever better design work, which in turn created a property with growing appeal."

"But, we were still purely a licensing/merchandising operation," he emphasizes.

SmileyWorld's crossover to become a lifestyle brand came in 2006.

"I saw the potential for turning Smileys into a lifestyle brand for teens and young adults," says Loufrani. "From the start I realized that to reach this audience you have to be cool, and that means high quality—cheap crap is never cool!"

Turning SmileyWorld into a creative design studio also changed the company from a pure merchandising and licensing operation into a complete lifestyle brand.

"We hired really good people from companies such as Nike and adidas, people who really understood the teen and young adult market," says Loufrani.

"We began going to all the leading fashion shows such as MAGIC, and in every territory we hired specialist fashion PR people. We also began doing a lot of product placement deals with major stars. This is something that is still important to us."

According to Loufrani, the company has recently done such deals with the likes of Miley Cyrus and Rita Ora.

"The lifestyle aspect is the core of our business and runs through everything we do, including publishing," says Loufrani. "So does the SmileyWorld slogan 'Express Yourself,' which is the foundation of that lifestyle."

Even so, SmileyWorld is a company very focused on the hard principles of marketing.

"We are very focused on market research and a lot of our designs are aimed at specific 'style tribes,' groups built around different lifestyle choices—skating, rock, hip-hop—whatever it may be," Loufrani says. "We even issue style guides focused on these different youth sub-cultures. We also run many other marketing initiatives such as sales analysis and trend forecasting. The result is that when we work with a retailer, and we work some of the biggest names such as Zara, H&M and Benetton, we are not just granting them a license, we are also offering

them a service. In fact, I was with a major French retailer recently who told me that the only other company that offers the level of support we do is Disney."

But such retail partners are about to discover that a lot has changed. SmileyWorld recently announced a deal with the major Chinese retail group Shanghai Yikuam to open 100 store-within-a-store concepts across the whole of China in 2015, and Loufrani insists that this year will see the announcement of many more such deals in many other countries. Engagement with customers is at the heart of this strategy.

"We are always looking to build engagement with our customers. When stores take products and put them in one place, and then some additional, which they put somewhere else, there is a limit to the degree of customer engagement that can be built. To go to the next level you need to offer an event, an immersion in the world of Smileys," says Loufrani. "So we are looking to do these deals or possibly to open chains of Smiley standalone shops."

Another change could see the company opening pop-up gift shops.

One recently opened in Hong Kong was a great success.

"Gifting is a very emotional experience—that's why people do it. Smileys are ideally suited to gifting," he says.

Other major changes are also

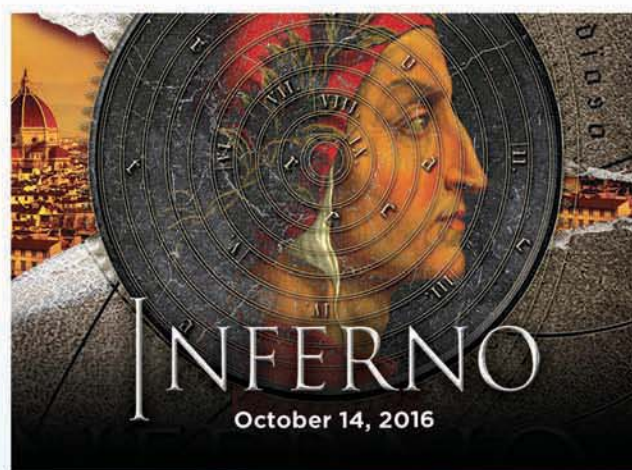
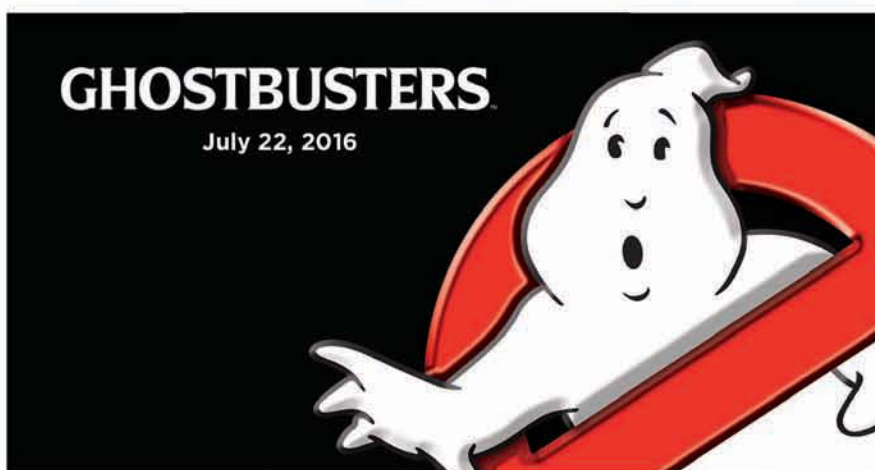
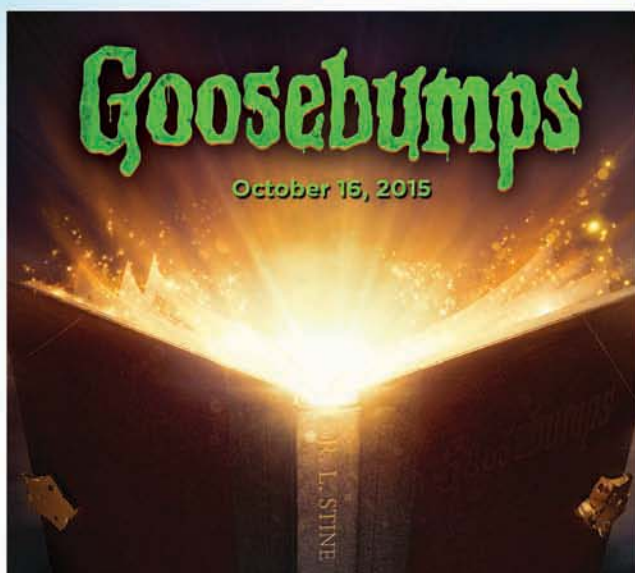
coming as Loufrani plans the expansion of SmileyWorld. For one thing, there will be a move into food, an area in which the company has previously not operated. SmileyWorld will also venture into entertainment, specifically looking at the preschool demographic, which is also untapped for the brand.

"We have been to all Europe's major food trade shows and have already signed a lot of deals for a range of food products such as snacks, breakfast cereals, burgers and even omelettes," says Loufrani. "The products will all be Smiley-shaped and made from the very best ingredients, in many cases also offering an organic version. But only the omelettes will be yellow."

The move into entertainment will see an expansion of publishing activities to include novels and comics, as well as a preschool TV series currently in development and scheduled for release in the first quarter of 2017. SmileyWorld is partnering with Dacher Keltner, founding faculty director of the Greater Good Science Center, the human emotions research facility at University of California, Berkeley, because, as Loufrani puts it: "As with all things Smiley, whatever we do, we do the best!" ©



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The Return of Teletubbies

An exclusive first look at DHX's new, updated Teletubbies, alongside supporting character Noo-noo.



DHX Media and its new brand management division, DHX Brands, have re-imagined the iconic 'Teletubbies' series for a modern preschool audience.

by Nicole Davis

In the late 1990s four squat, colorful aliens with televisions in their bellies took preschoolers, and the world, by storm. Now DHX is bringing the visionary "Teletubbies" brand back to screens and shelves with a contemporary treatment designed to speak to today's tech-savvy toddlers.

The original TV series first aired in the U.K. in 1997 and eventually made its way to more than 120 territories and was translated into 45 different languages.

In late 2013, DHX acquired the production company behind the brand, Ragdoll Worldwide, making "Teletubbies" part of a portfolio that boasts some of the modern era's most successful preschool series including "In the Night Garden," "Yo Gabba Gabba!" and the new hit "Twirlywoos."

Following the acquisition, DHX promptly set to work on rebooting the show.

"In 1997, 'Teletubbies' was way ahead of its time, and it really captured the imagination of children," says Peter Byrne, executive vice president, DHX Brands. "It became a benchmark for a lot of other preschool shows that

followed in terms of incorporating humor, interactivity, songs and language acquisition. We wanted to maintain the integrity of that and keep the essence of the show, while at the same time opening it up to the modern day."

With the help of British production company Darrall Macqueen, DHX is doing just that—the new series will make its debut on CBeebies in the U.K. this fall.

While the technology featured in the original was revolutionary back in the 1990s, it is now outdated in today's world of smartphones and web video, so much of what DHX and Darrall Macqueen have worked to do is put a contemporary spin on core brand concepts.

"The TV screens were just revolutionary in the brand's heyday, it was so innovative at the time, so we have a new take on how that works," says Byrne. "There are also some other new surprise elements coming into the show as well, but they're totally in keeping with the voice of the series. These new elements will look like they've always been there, but what they do is really contemporize the show. It's very clearly for a modern day audience, but with recognizable icons in terms of the overall look and feel."



PETER BYRNE
executive vice president,
DHX Brands



Another key characteristic that separated “Teletubbies” from the preschool pack when it first aired was its high production value. This time around, DHX and Darrall Macqueen have taken particular care to maintain that standard; the new “Teletubbies” will feature a combination of live-action and CG animation

and incorporate pioneering technologies that Byrne says put the show “on the level of *The Lord of the Rings* productions.”

At just 11-minutes, new episodes will be shorter than the original series in keeping with today’s broadcast standards, with 60 episodes ready at launch.

DHX’s focus on maintaining the core essence of the original series, with a storyline and visual style that will closely follow that of the original, has made the brand an easy sell for consumer products.

“The interest levels have been enormous,” says Byrne. “Ever since we announced we were going into production last year, the whole program has just gained incredible momentum. Everybody who

knows the brand wants to be a part of it this time around.”

When “Teletubbies” first aired, it was also notable for its cult following among older audiences. While DHX’s initial merchandising program won’t specifically target fans outside of the preschool set, Byrne isn’t discounting the future potential.

“It’s going to be the 20th anniversary of ‘Teletubbies’ in a few years time, so while our first focus is around the new show, there is definitely an opportunity there that we’ll be looking at in the future,” he says. “There is clearly potential for the brand among that young, sort of in-between audience.”

The brand’s reintroduction to the world will begin in the U.K., where a slate of top-tier licensees have already been lined up. Product will launch on shelf in spring 2016, after the fall 2015 CBeebies premiere.

Leading the charge is Character Options as worldwide master toy licensee, with an initial line that will include plush, plastics and bath toys. Other multi-territory partners include Egmont Publishing, which holds the international rights for children’s books and magazines, and VTech, which, in keeping with the new contemporary update of the brand, is planning a line of interactive electronic toys that will launch first in the U.K. and then in other European territories.

Other U.K. licensees on board include Aykroyds (nightwear and underwear), Bon Bon Buddies

(confectionery), Character World (bedding), International Greetings (arts and crafts), MV Sports (wheeled and outdoor toys), Rainbow Productions (costume characters), Worlds Apart (furniture) and Zak U.K. (melamine tableware).

North America will follow quickly after the U.K., with the series set to air on an as-yet unannounced U.S. broadcaster, a network that Byrne calls “the perfect home for ‘Teletubbies.’” Spin Master will serve as the brand’s toy partner in the region, distributing the Character Options line beginning in spring 2016. (Spin Master will also handle distribution of the toy line across Northern Europe, including France and Benelux, an appointment that speaks to the extended rollout already planned for the brand.)

“Since we’ve announced where we are in the U.K., the response from the U.S. licensing trade has been huge,” says Byrne. “I think we’ll see a wave of U.S. partners coming on board soon after the broadcast launch and toy release. It’s going to go really, really quickly.”

As for the rest of the world, no region is off limits for the brand, which was the first-ever Western children’s series to be broadcast in China on CCTV back in 2002.

“EVER SINCE WE ANNOUNCED WE WERE GOING INTO PRODUCTION LAST YEAR, THE WHOLE PROGRAM HAS JUST GAINED INCREDIBLE MOMENTUM. EVERYBODY WHO KNOWS THE BRAND WANTS TO BE A PART OF IT THIS TIME AROUND.”

-PETER BYRNE, EXECUTIVE VICE PRESIDENT, DHX BRANDS

Just as in the U.K. and North America, series broadcast will pre-date consumer products, laying the groundwork for merchandise rollouts in each new territory it enters.

Asia, in particular China, Korea and Southeast Asia, will be an early area of focus, as will Australia, where Haven Licensing will represent the brand. CPLG, DHX Media’s wholly owned licensing agency, will manage the consumer products in all regions where it has offices, and DHX intends to appoint additional global agents over the course of the next 18 months.

“The show is way exceeding people’s expectations,” says Byrne. “The response has been superb, and broadcast is getting picked up rapidly across all territories. This production is incredibly high-quality and perhaps even more engaging than the original.” ©

THE YEAR OF THE SHEEP



Aardman Animations continues to bring 'Shaun the Sheep' to the world through its TV series and upcoming film, which hits U.S. screens this summer.

by Bob Jenkins



ROB GOODCHILD
head of licensing,
Aardman Animations

Although "Shaun The Sheep," the British stop-motion animated TV series from the makers of the "Wallace and Gromit" franchise, is a very well-established property, creators Aardman Animations continue to have an exciting story to tell that includes new launches, indicating its bright future.

"Shaun" airs in a total of 170 countries worldwide, of which we have consumer product campaigns in a total of 20," says Rob Goodchild, head of licensing, Aardman Animations. "Currently, of the licensing activities we undertake, live events are one of the fastest growing.

Although 'Shaun the Sheep' is unquestionably a children's property, it is also, at the same time, a family property. So, going to a 'Shaun' live event isn't a question of screaming children dragging along reluctant parents—parents enjoy it as well, and so everybody has a good time."

Live events are by no means the only exciting new story Aardman has to tell about the property, important and growing though they are, says Goodchild.

"In addition to the live events, we also run a series of mall events, which are meet-and-greets in costume. We currently have an ongoing program in China, for instance,



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and one will be coming to the U.K. very shortly,” he says. “Additionally, we have developed ‘Shaun the Sheep’ art exhibitions, which again are proving very successful. One is currently running in London, and we will shortly be running several in China. They are a great way of engaging the public with the character, and this is certainly a part of our program that we plan to expand in Japan and beyond.”

But for all the excitement and added value these developments unquestionably bring to the brand, perhaps the biggest buzz for Aardman will center on the U.S. for two reasons—a new strategic agency appointment that will extend the Aardman brand and the launch of a new feature film.

“One of the key aims we have for Licensing Expo is to introduce Joshua Kislevitz, president, JLK Brand Licensing Group, as our new licensing agent for the U.S.,” says Goodchild. “Joshua has been working with Aardman for many years, having handled our U.S. licensing business when he was at United Media.”

The other big, U.S.-centric story Aardman looks to tell is the launch of *Shaun the Sheep The Movie*. The movie launches in the U.S. Aug. 7, and Kislevitz has no doubt that it will be a success.

“There are a number of reasons for my confidence,” says Kislevitz. “On a pragmatic level, we have Lionsgate as our release partner with their wealth of experience generating major releases and securing wide distribution supported by a strong media campaign. Additionally, ‘Shaun’ has a significant following in the U.S. on Facebook, the series has been a big success on Amazon Prime and the DVDs sold a million copies. But there are yet more reasons to be confident that we have a hit on our hands. *Shaun the Sheep The Movie* has performed very well in many markets that are very analogous to the U.S., so it is a proven success. Also, what people buy depends, to a very large extent, on the quality of the product, and the movie is both very smart and very funny.”

Kislevitz also notes that the fans of the property are a key driving factor for the brand’s imminent success in the U.S., and its appeal in established territories.

“‘Shaun’ also has a very elastic demo appeal, and is very strong among young girls,” says Kislevitz. “Right now in the U.S. there is a very big hole in the market for properties appealing to girls ages 7-years-old-plus.”

There will be some new product tie-ins timed to the movie’s release. Candlewick Books will be releasing a new line, and Kislevitz reveals that Aardman and

JLK Brand Licensing are working closely with a number of trend licensing and retail companies.

Both Goodchild and Kislevitz are at pains to stress that Aardman has been building the brand’s awareness in the U.S. since 2007.

“We see the release of the movie as being very much a part of the process of building the ‘Shaun’ brand,” they both say.

In 2016, Aardman celebrates its 40th anniversary, another important milestone for the company, and one that is going to be marked with ample opportunity.

“The movie’s release in August will be followed by a home entertainment release in Q4 2015, and then we will move into our new program of events

and launches to celebrate Aardman’s 40th anniversary in 2016,” says Goodchild.

Despite the obvious excitement around the release of the movie and the desire to promote JLK Brand Licensing Group as their new U.S. agent, Goodchild is also aware that about half the visitors to Licensing Expo, which the company will be attending with “Shaun the Sheep” in tow, are international

and, consequently, he is rightly appropriating efforts to appeal to a wider breadth of licensees that accounts for where the property is in its lifecycle in any given territory.

“We are focusing strongly on the support we offer our licensees and, in particular, launching individual style guides developed for individual markets,” says Goodchild. “We have consumer products programs in 20 territories worldwide, but ‘Shaun’ is in very different stages of its lifecycle in these markets. In Germany, for example, ‘Shaun’ is a very mature property, while in Japan, he is just starting to grow and in other markets he is just at the launch phase. So we develop different style guides to fit the different cultures and ‘Shaun’s’ different stages of development within that market.”

This willingness to work locally and take time to develop the brand as best suits the market is at the core of Aardman’s approach to the international licensing business.

“It might be a very hackneyed phrase, but it really is very important to think globally but act locally, which is why we work very closely with all our local agents,” says Goodchild.

As an example of the success that can flow from such attention to local markets and their cultures, Goodchild points to the recent campaign with McDonald’s in Asia that capitalized on 2015 as the Chinese Year of the Sheep.

For such a well-established property, it seems there is a lot of life left in this sheep yet. ©



JOSHUA KISLEVITZ
president, JLK Brand
Licensing Groups

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Long-Term BRAND BUILDING



Entertainment One is building its key brands over the long term into evergreen properties.

by Bob Jenkins



ANDREW CARLEY
head of global licensing,
Entertainment One



JOAN GRASSO
vice president, licensing, North
America, Entertainment One

Andrew Carley, head of global licensing for Entertainment One, is clear that “our overall priority is to manage growth and to demonstrate to the market that we are here for the long-term.”

Underlining the strength of this commitment, Carley points to the significant increase in eOne’s licensing department over the past 12 months, including a doubling of the London office’s marketing staff, as well as increases in the product development and sales teams. Additionally, offices have recently been opened in Hong Kong and Australia to add to the existing operations in New York and Los Angeles; and the company has hired Nina Leong as head of lifestyle licensing.

“The opening of the new offices will allow us to better analyze and manage key territories, and, along with increased resources in product development and marketing, to effectively manage the international rollout of ‘Peppa Pig.’”

Although “Peppa Pig” is arguably eOne’s best-known brand, Carley is keen to stress that there are multiple properties in their portfolio that will continue to give the company leverage at retail.

“To build our business long-term, we’re strengthening our brand portfolio and

extending into additional target markets.”

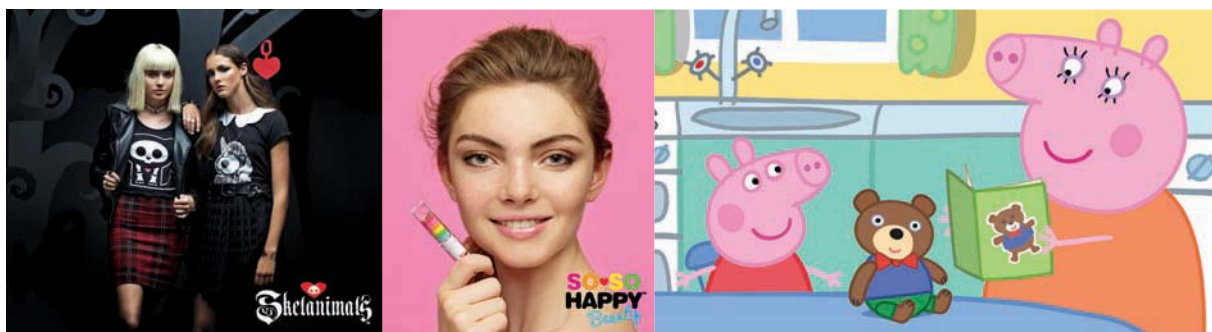
Joining “Peppa” on the eOne Licensing Expo roster are four additional properties, three of which illustrate eOne’s commitment to diversifying its target markets. All of the properties expand the breadth of eOne’s portfolio and employ differing plans.

With five key properties in its portfolio—“Peppa Pig,” “Ben and Holly’s Little Kingdom,” “So So Happy,” “Skelanimals” and *The BFG*—each are at different stages of their life cycle, and the impact of the company’s overall goals and strategy for each of these properties differs.

“Peppa Pig” is the most mature of these brands, and says Carley, the focus for this property will be “on developing innovative licensing and marketing programs that retain and drive brand interest in mature markets, notably the U.K. In markets where ‘Peppa’ has launched relatively recently, the focus will be on ensuring there is a properly designed marketing strategy communicating ‘Peppa’s’ core values, essentially looking to replicate the way in which the brand was managed and grown in the U.K.”

One such market is North America, and Joan Grasso, vice president, licensing, North America, explains what this approach has meant for the “Peppa Pig” property to date, and what it will mean for the brand in the future.

“In the U.S., we have very much tried to replicate



the pattern of success 'Peppa' has enjoyed in the U.K.," says Grasso. "We started small with just three product categories—toys, books and DVDs in holiday 2012. We expanded the range from this base as consumer demand grew."

Grasso is quick to pay tribute to the preschool animation's broadcaster, Nick Jr., which she says, "has allowed us to increase consumer demand via maximum coverage."

Keen to stress the organic nature of the growth in consumer demand, versus one built solely on marketing and promotions, Grasso reveals that 2015 will see the rollout of a full mass program this fall based around a new live show, "Peppa's Big Splash," which will debut Nov. 21 in Toledo, Ohio.

"Ben and Holly's Little Kingdom" is a property eOne re-launched last year in the U.K., and so, as Carley explains, "the focus here is all about building the business. We have to demonstrate to the market that there is a viable business in 'Ben and

next three key properties all represent eOne's move into other areas of licensing.

So So Happy and Skelanimals are the company's first move into lifestyle.

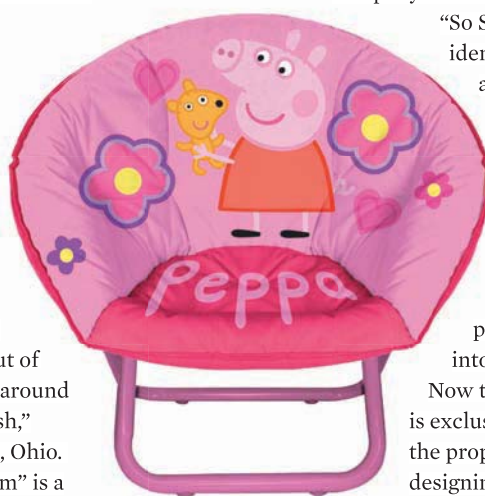
"So So Happy and Skelanimals are at identical stages of their licensing cycle, and we are taking pretty much the same approach to both of them," says Carley. "The only real difference being that Skelanimals tends to skew a little older. Since our acquisition of Art Impressions (creators of both brands) toward the end of last year, our work has really been about pulling the brands back and getting them into a position with which we are happy.

Now that we have achieved that, our focus is exclusively on a new launch and rebuilding the property from scratch. This will involve designing and building a proper marketing campaign with the right look throughout, and then getting the brand known in the U.K., U.S. and parts of Asia with a properly managed rollout."

The final property at the heart of eOne's strategy this year is *The BFG*.

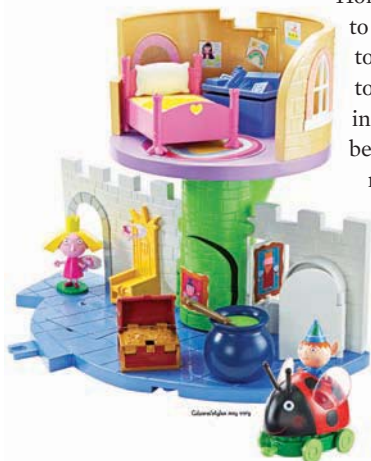
"We are always keen to exploit opportunities that come from our film distribution business," says Carley. "Working on the *Twilight* franchise gave us the ability to fully coordinate our activities across film distribution and licensing. With eOne Films distributing DreamWorks Animation's and The Walt Disney Studios' films in the U.K., we once again have the opportunity to work on a truly big budget movie, directed by Steven Spielberg, tying in licensing on what must be one of the best-known and loved books from the Roald Dahl library. The film is due for U.K. release on July 22, 2016, the centenary year of Roald Dahl's birth."

With such a strong lineup and moves into two brand-new areas of licensing, eOne seems set for three great days of business in Las Vegas at Licensing Expo. ©



Holly,' and also take the time to demonstrate the extent to which we are prepared to support the brand. But in doing this, we must be careful that people do not get the idea this is another 'Peppa.' It isn't. It is another preschool property we firmly believe we can build into a great success."

Preschool is an area of licensing that many associate with eOne, but the





Rainbow Celebrates 20 Years

The dream of one young man, his passion for comics and creativity has evolved into one of the world's largest licensors and animation studios.

by Tony Lisanti



IGINIO STRAFFI
founder and chief executive
officer, Rainbow Group

From the inspirational setting and beautiful hills of a small Italian town on the Adriatic coast, Iginio Straffi turned his dream into a thriving multi-billion dollar animation and licensing business that now has a presence in 150 countries.

"I had a passion for comics and a belief in the extraordinary and wonderful things they could express," recalls Straffi, founder and chief executive officer, the Rainbow Group, which is based in Loreto, Italy. "I understood immediately that it was something with great potential, and that kept me going. Through all the hard times and the periods when I had little support, I continued to believe in my dreams."

Founded in 1995, Straffi began with the kids'

comedy series, "Tommy & Oscar," which garnered him a reputation for quality production. But it was his fairytale girls' property—the now evergreen "Winx Club"—that would ultimately define his company and his legacy.

"The Winx fairies are unique characters, but they are also a team—friends who look after each other," Straffi explains. "In fact, the Winx fairies are only able to defeat an evil opponent if they join their powers together and take that opponent on as a team. That's their real magical power, and one that young girls identify with: selfless, strong friendship. It links back to primal concepts like the family and the perennial conflict between good and evil, but always with the joy and fun a team of true friends can rely on."

The image features two men in black suits and white shirts standing in the center. To their left is a Winx Club fairy with long blonde hair, wearing a green and pink dress with large, colorful wings. To their right is another Winx Club fairy with long red hair, wearing a blue and pink dress with large, colorful wings. The background is a vibrant pink with sparkling effects and stylized floral patterns.

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From a small company led by the creativity of Straffi and a small team, Rainbow has grown significantly from its modest beginnings into group of nine separate companies in a modern headquarters, complete with a studio, that has remained in the hills and countryside of its founder's origins. Rainbow now boasts a major position as a diverse content provider with a portfolio that includes animated TV series and theatrical movies, a publishing company, brand licensing, theme parks and live events.

According to the *License! Global* Top 150 Global Licensors report, Rainbow ranked No. 12, reporting \$4.3 billion in retail sales of licensed merchandise worldwide in 2014.

"It's hard to believe that everything began in a small Italian region," says Straffi about his global company. "We don't forget that, but we are always looking ahead, always assessing opportunities for international expansion and always trying to meet market needs."

"Winx Club," which is now in its seventh season, has been the driving force of Rainbow's growth since it was launched in 2004 and the first licensed products hit retail shelves.

"The Winx Club' brand has evolved with time, trends and audience," explains Straffi. "We always ensure that we focus on up-to-date themes and the interests—and concerns—of both children and families. The theme of marine pollution in the fifth season and in the movie *The Mystery of the Abyss* is an example, as is the protection of animals (as viewers will see in season seven). This way we can ensure that 'Winx

Club' remains a classic and also something that after more than 10 years is fresh and relevant."

Other properties in the Rainbow portfolio include "Tommy & Oscar," "Monster Allergy," "PopPixie," "Huntik: Secrets and Seekers" and "Mia and Me." Rainbow's new initiatives that will help drive future growth include the following:

- **"Royal Academy" (working title)**—This new comedy series, which is targeted to kids ages 6 to 10, focuses on best-loved fairytales, but with a different approach. Rainbow recently signed a book deal for "Royal Academy" with Italian publisher Fabri Editori to develop a full range of storybooks and activity and novelty formats.
- **"My American Friend"**—This new live action series, targeted to girls 8 to 12, tells the story of Jessie, an ordinary American girl with a dream of becoming the world's greatest fashion designer who attends school in Milan.
- **"Winx Club" movie**—Plans are being developed to take the popular girls' property to the big screen with a live action film.
- **International expansion**—According to Straffi, China is the key market for growth. Last year, Rainbow signed a major agreement with CCTV, China's main broadcaster, to air Rainbow's shows, as well as develop a "Winx" family theme park.
- **Netflix partnership**—Last September, Straffi signed an agreement with Netflix to develop a new, original kids TV series that is a spinoff of "Winx Club." It

is scheduled to debut in spring 2016 and is titled “Winx Club WOW: World of Winx.”

Straffi says that another key part of Rainbow’s growth and success is its global retail strategy.

“We have developed an extensive trade marketing plan to support licensed products and increase the visibility of brands at retail,” explains Straffi. “Initiatives range from dedicated areas with product display to interactive and entertainment activities, all designed to benefit retailers. For each retail partner, Rainbow studies the most appropriate and successful formula for distribution and promotion.”

For example, Straffi points out that in Russia, Detski Mir has supported “Winx Club” awareness through more than 20 “fashion corners” in its stores, which feature entertainment activities and an interactive app connected to “Winx” products. In Turkey, Adore fashion dolls have benefitted from strong visibility through



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point-of-sale materials and “Winx” DNA elements.

Another key retail partnership is with Amazon in Italy, which promotes “Mia and Me” and “Winx Club.” Straffi says this relationship is “the starting point of a strategic, long-term partnership designed to boost online sales, which will help to increase business and the brand awareness of our properties.”

In addition, movies, theme parks and live events continue to be extremely important to the continued growth of the company.

Straffi says that he remains “extremely committed to cinema,” recently establishing a studio based in Rome solely dedicated to theatrical productions, with the capability to serve all aspects of film production. The studio will also house Rainbow Academy, a school dedicated to cinematographic and theatrical animation education.

Rainbow MagicLand, located near Rome, features 36 different attractions and various themed areas that are inspired by Rainbow’s characters from

its series including “Winx,” “Huntik” and “Monster Allergy.” Straffi says plans are underway to develop a similar theme park in China.

With regard to the events initiatives, Rainbow recently announced the first worldwide fan reunion of “Winx Club.” The four-day event will be held in the town of Jesolo, near Venice, from Sept. 3-6.

Straffi believes the lessons he has learned and the partnerships he has formed over the years will help him continue to expand and drive growth for Rainbow in the future.

“Rainbow has faced challenges from the outset, but we always had the strength and determination to keep going and achieve more and better things,” says Straffi. “I started with a small group of people who had faith in what we were doing and the dream we wanted to make a reality. I am very proud of these people and what we have done together.

“There are more territories to amaze, more ideas to make real, and more wonders to conjure up for our fans,” Straffi believes. “We want to be seen as we see ourselves—as a content powerhouse, always growing, always more international, but always aware of where we came from and how much we have achieved.”

As he celebrates Rainbow’s 20th anniversary, Straffi continues to follow his dreams from the beautiful Italian countryside near the Adriatic to numerous other markets around the world. ©



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The newly formed Discovery Consumer Products division is shaping up its programs to include numerous experiential and product initiatives.

by **Barbara Sax**

Discovery Communications is embarking on a number of new licensing adventures. Last June, Discovery Communications launched its new Discovery Consumer Products division in an effort to bring the company's licensing and merchandising businesses together as one unit. The unification is further bolstering the company's position in brand licensing, and with that, making strategic executive appointments.

In September 2014, the company tapped Doris Miller as its vice president of retail sales. Miller, who has 20 years of experience in the industry, is focusing on extending the retail presence for key company brands including Animal Planet, TLC, Discovery Kids and the Discovery Channel. She will also help to develop the company's global retail strategy.

Discovery Communications also recently named Robert Marick to the post of vice president of North American licensing and global location-based entertainment for Discovery Consumer Products. In his new role, Marick will oversee the strategy and development of products across the Discovery family of networks for both the U.S. and Canada and manage the division's growing location-based entertainment program worldwide.

Miller and Marick, along with Ian Woods, senior licensing director, U.K. and EMEA, and

Richard Henson, director, licensing, Asia Pacific, are part of a team that is ready to take Discovery to the next level as a global experiential brand.

"We're positioned to take a much bigger swing at extending our brands globally, and we now have a team in place that can deliver on that ambition," says Nicolas Bonard, senior vice president, global, Discovery Consumer Products. "The ability to approach new businesses with the scale and the team we have now is transformational for our company."

"Discovery Communications' portfolio of networks continuously strive to extend viewers' experience and brand promise beyond TV with innovative offerings around the world," says Lee Bartlett, president, Discovery's Studios Group. "Consumer products are a key component to a complete brand offering, and Nicolas Bonard possesses the strategic insight and expertise to take Discovery Consumer Products to the next level, both at retail and within the experiential space."

By aligning its Discovery Consumer Products division with the Studios Group, the company is now focused on creating content and building relationships with its customers in ways that had not been possible before.

"We can now package 360-degree deals that include licensing content, production and development deals, offering much more value to potential partners," says Bonard.



NICOLAS BONARD
senior vice president, global
Discovery Consumer Products

Experiencing Discovery

“We’ve evolved from being a purely television company to a consumer products company that allows consumers to engage with our brand in new and exciting ways.”

Part of the new focus is on the creation of location-based entertainment experiences.

“The success of our ‘Mythbusters’ traveling exhibition, launched in 2012 at the Museum of Television and Industry, made us realize that consumers are interested in interacting with the brands, and there was a lot of untapped opportunity for us,” says Bonard.

Travel is a natural extension of the Discovery brand, and Discovery Consumer Products recently announced its partnership with Princess Cruises for Discovery at Sea, which features themed tours, science activities, hands-on programs and games based on Discovery’s brands and programming for the cruise line’s passengers

Launched on Princess Cruises ships early this year, the interactive experiences are designed to bring to life the nature, wildlife and history of the regions passengers are sailing in. Discovery at Sea content will be based on top-rated Discovery network properties from Discovery Channel, TLC, Animal Planet and Science Channel. The voyages will create Discovery brand immersion experiences for passengers based on series such as “Shark Week,” “Gold Rush” and “Deadliest Catch.”

With a fleet of 18 ships worldwide, Princess and Discovery can create a variety of customized travel adventures and themed activities such as Stargazing at Sea, which allows passengers to explore the night sky in a whole new way; while Shark Week at Sea and Baking at Sea with TLC offer entirely different sets of experiences through activities themed to specific programming.

Princess and Discovery will also offer excursions ranging from panning for gold on the “Gold Rush”-inspired tour to getting up-close with each destination’s native animals during Animal Planet excursions and Science Channel How It’s Made adventures, which allow passengers to learn how popular foods and beverages go from farm to table.

The Discovery Kids and Teens program will feature age-appropriate, on-board activities including science experiments made popular by Discovery, Animal Planet-themed activities, brain teasers and competitions, videos, puzzles, games and apps.

“From science and nature to baking, crafting and exploration, the Discovery brands truly provide something for every cruiser to enjoy,” says Bonard. “This partnership is the perfect integration of our brands into the amazing offering Princess provides its guests onboard, creating a truly unique experience and igniting curiosity on every voyage.”

Discovery will soon announce a hotel aspect to its licensing business, as well.

“We are currently working on an exciting new project that will offer travelers Discovery-recommended destinations that encapsulate the spirit of adventure and thrill of exploration core to Discovery’s DNA,” says Bonard.

The company will also aggressively expand its Discovery Expedition stores, an outdoor apparel and accessories lifestyle brand for men ages 20 to 45, inspired by Discovery Channel. The brand, launched in 2011, now totals 150 stores in Korea and 100 stores in China. It’s also ranked among the top 10 brands in outdoorwear in those markets.

Discovery has taken a three-pronged retail strategy for the Discovery Expedition brand, including an e-commerce platform, store-in-store concepts and flagship stores across Asia Pacific. This year, the brand will continue to grow globally with an introduction to the U.S. and European markets. Two new Discovery spokesmen—

Bear Grylls for the China-specific market and Joel Lambert for the global market—will represent the brand.

“All Discovery Expedition-branded products combine innovative technology with design excellence, creating a perfect balance between aesthetic and performance,” says Bonard. “The brand reflects the core DNA of the Discovery brand, embodying the spirit of adventure, exploration and innovation.”

The Discovery Expedition product line includes jackets, knitwear, sweatshirts, t-shirts, long-sleeve shirts and denim pants in a variety of colors. All products feature the Discovery Expedition shoulder tag and the embroidered Discovery globe on the inside collar label to ensure brand consistency.

Discovery Kids will also be getting a big push this year.

“Discovery Kids is a key property for us, and we’ll be making a big announcement at Licensing Expo around this property as a global identity,” says Bonard.

Discovery will cement key partnerships in toys and apparel for Discovery Kids and “Shark Week,” he says.

“‘Shark Week’ has become a cultural phenomenon in the U.S.,” says Bonard. “It’s a huge property for us and is the most recognizable show in our portfolio, so we’ll be launching some key initiatives around the brand in 2015.”

Bonard says Discovery will focus on maximizing “Shark Week” buzz this summer and will be expanding its licensing program into additional toy, plush, apparel and accessory lines this year.

“With a portfolio of strong brands and our Discovery Consumer Products division closely aligned with our Studios group, the programs that we can offer our potential partners is much more robust than a typical licensing deal,” says Bonard. “We have the opportunity to be really innovative in the way we can package the content, production and development of our brands.” ©





KIDS STRONG

Despite the ever-changing kids' marketplace, FremantleMedia's Kids & Family Entertainment division continues to thrive worldwide with a broad and innovative portfolio of brands.

by Barbara Sax

FremantleMedia Kids & Family is finishing out 2015 and moving into 2016 with a focus on expanding and further supporting its key properties through consumer products and fan engagement around the world.

"We're expanding engagement in the consumer products arena," says Rick Glankler, executive vice president and general manager, FremantleMedia Kids & Family Entertainment. "We're now in phase two of our plan to establish a global footprint for our four key properties 'Danger Mouse,' 'Kate & Mim-Mim,' 'Tree Fu Tom' and 'Ella the Elephant.' The first part of the strategy was to develop content, now we are expanding each of the shows' appeal. Next we'll begin introducing new brands."

Last year, FMKFE appointed two new regional vice presidents to optimize the business in its markets (Asia, EMEA, Australia and North America): Henry Or, vice president, and Tracy Griffiths, vice president, licensing and consumer products, EMEA and Australia. Griffiths and Or join Andrea Brent, vice president, licensing and merchandising, FremantleMedia North America.

"We've been maximizing our properties

worldwide," says Glankler.

FMKFE has announced a string of new licensing deals across a range of categories for all four properties.

"Our key brands complement each other so that we're not going after the same customer. 'Tree Fu Tom' is aimed at preschool boys, 'Kate & Mim-Mim' and 'Ella the Elephant' are targeted to preschool girls and 'Danger Mouse' is aimed at the 6 to 11 age group."

"Tree Fu Tom," now in its third season, has a new theme and a big focus on Tom's Red Magic powers, an element of the series.

"We added a lot of animal interaction since kids are fascinated with animals and ramped up the Red Magic component," says Glankler. "For preschool boys, 'Tree Fu Tom' is their first superhero, and they love that magical aspect."

In early 2015, FMKFE signed Jazwares as the property's master toy partner. Jazwares will serve as the global manufacturer and will distribute a new range of toys in the U.K., Asia, North America, Canada and Latin America, while a variety of distributors will manage the range in other key territories. The first products, distributed by



RICK GLANKLER
executive vice president and
general manager, FremantleMedia
Kids & Family Entertainment



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Funtastic, will launch at retail in Australia this summer.

"We're going first to market in Australia, which is a key market for us," says Glankler.

The "Kate & Mim-Mim" property, now in its second season, has an expanding viewership and growing licensing program with a number of new partners.

"Kate & Mim-Mim" resonates with girls because she can be a princess or a racecar driver, so it's always a different experience," says Glankler. "Season two will continue those adventures, and we are adding more half-hour seasonal and thematic specials."

Glankler says FMKFE will be announcing toy and publishing partnerships for "Kate & Mim-Mim" at Licensing Expo. The series airs on CBeebies in the U.K., Super RTL in Germany and Disney Junior in the U.S. Its YouTube channel has had more than 1 million views.

In support of "Kate & Mim-Mim," FMKFE has launched a DVD and magazine in the U.K., as well as an international app. An additional DVD is launching in Germany this summer.

"Parents are pleading for products from us on social media," says Glankler.

The series' popularity is buoyed by Mim-Mim character appearances at shopping centers in the U.K. and at the Alton Towers theme park.

"Danger Mouse," based on the original animated series from the early 1980s, is finding success in the U.K. market.

"There is a lot of nostalgia for the brand in the U.K. among young adults who grew up with the brand, and there are new viewers who are also connected," says Glankler. "We've signed five new licensees in the U.K.

for a number of softlines categories. We'll see a lot more of 'Danger Mouse' classic this year."

New deals for the iconic British secret agent property include Wow! Stuff, which is the master gift licensee; TVMFashion Lab for apparel, underwear and nightwear; Misirli U.K. for socks; and Paul Lamond for a collection of puzzle and card games. A deal has also been agreed with Casa Chicos for a retro babywear range.



These new licensees join the roster of existing licensees for "Danger Mouse" classic, which includes Global Licensing for apparel, Hype for greetings cards, WG Wholesale Gifts for gifts, Funshack for dress-up, Stickems for mobile phone cases and stickers and 151 for car air fresheners.

Glankler expects even more for 2016.

"We are premiering 'Danger Mouse' on Netflix in our core markets and we are expanding our reach worldwide," he says. "We are expanding our footprint and making sure we're engaging our audience with more consumer products."

Lastly, FMKFE is placing its stock in new property "Ella the Elephant." Currently, the children's series is broadcast in more than 50 territories including Disney Junior in the U.S., Tiny Pop in the U.K. and ABC in Australia. Additional regional broadcast partners will be announced soon, says FMKFE.

For its consumer product program, Jazwares is signed on as "Ella's" master toy licensee, while an international home entertainment program has already begun, with releases in the U.S., Australia and Poland. In North America, Penguin Young Readers will further support the series with the launch of a book series.

FMKFE says, for the next phase of "Ella's" rollout, the company will focus on securing licensees in additional key territories through its licensing agents, Biplano in France and El Ocho in Spain. ©



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GIVING GHOSTBUSTERS

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LIFE

More than 30 years after it first captured the imaginations of audiences around the world, Sony Pictures is reviving *Ghostbusters*, with plans to create an entire universe centered on the classic franchise.

by Nicole Davis



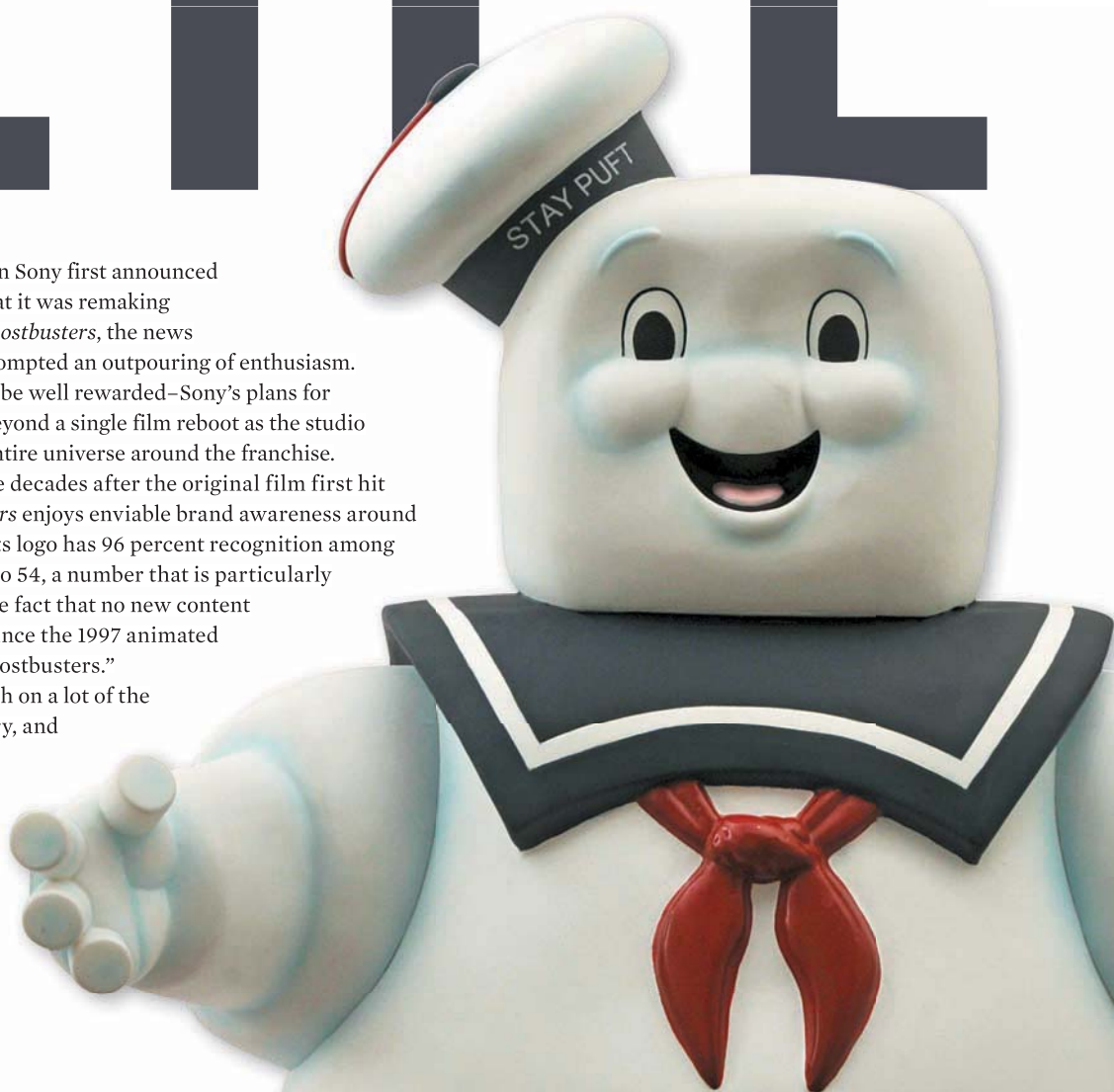
GREG ECONOMOS
senior vice president,
global consumer products, Sony
Pictures Entertainment

When Sony first announced that it was remaking *Ghostbusters*, the news prompted an outpouring of enthusiasm.

That fan fervor will be well rewarded—Sony’s plans for the brand go well beyond a single film reboot as the studio looks to create an entire universe around the franchise.

More than three decades after the original film first hit screens, *Ghostbusters* enjoys enviable brand awareness around the world. In fact, its logo has 96 percent recognition among consumers ages 13 to 54, a number that is particularly impressive given the fact that no new content has been released since the 1997 animated series “Extreme Ghostbusters.”

“We did research on a lot of the movies in our library, and *Ghostbusters* is the one that kept standing out,” says Greg Economos, senior vice president, global consumer products, Sony



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Pictures Entertainment. “Even kids under 12 had a 97 percent awareness. You can’t always pinpoint what the magic is in a particular film, but *Ghostbusters* has it, and that’s what we’re trying to recreate.”

Recreate is the perfect word, because the studio is certainly not taking a formulaic approach to this reboot. The first indication came with the announcement that four females had been cast as the film’s leads—Kristen Wiig, Melissa McCarthy, Cecily Strong and Leslie Jones will helm the 2016 summer release, in roles made famous by comedy icons Dan Aykroyd, Bill Murray and Harold Ramis. (Ramis and Aykroyd also wrote the original 1984 script.)

“This is going to be a complete reboot, not just a sequel,” emphasizes Economos. “While [casting females] has caused some controversy in the fan world, I think it will make the movie even more appealing. Had we just done a reboot with four male characters, we probably would have had even more criticism, because how can you really duplicate those four incredible actors from 30 years ago?”

It’s a shrewd move, and one that the studio expects will broaden the already large appeal of the brand.

“The female cast allows us to actually expand the demographics of who we think will buy product,” adds Economos. “*Ghostbusters* is a big role-play brand, and whether the leads are male or female, 8-year-old boys are still going to want to capture ghosts. Having female leads includes girls in that too.”

The merchandising program for the new film will also add girl-centric product categories that weren’t considered 30 years ago such as fashion dolls and the like.

But the 2016 film, which will hit theaters July 22, will do much more than just switch up the gender of its lead characters. The movie will be a complete re-imagining of the *Ghostbusters* team and its origin, a new mission, new ghosts and a new villain. And that’s only the beginning. Sony is developing a full cinematic universe around the brand that aims to build up the franchise to the level of content perennials like *Star Wars* and *The Avengers*.

This expansion will be led by a new production collective called Ghost Corps, which is head by original *Ghostbusters* director Ivan Reitman and Aykroyd.

“Ghost Corps is a vision we’ve created at the studio to really look at *Ghostbusters* as an overall franchise,” explains Economos. “This will start with the first

movie next year, and then a second movie, potentially coming out in 2018, and then we’ll be looking at all kinds of content—TV, theatrical, digital, shorts, direct-to-video. From a merchandising perspective, what this allows us to do is let our licensees and retail partners know that this is not just a one-shot deal.”

Sony plans to continue its successful merchandising

program for the classic *Ghostbusters* films alongside the new movie and any future content. Long-time partners such as Mattel and LEGO will continue to release regular offerings for collectors inspired by the imagery of the original films, while a slate of more than 90 new licensees has already signed on to develop merchandise for the 2016 remake.

“The style guide is so versatile that it allows us to accommodate for mass and specialty without having them conflict with each other,” says Vivianne Waisman, executive director, retail development, consumer products, Sony Pictures Entertainment. “Mass will

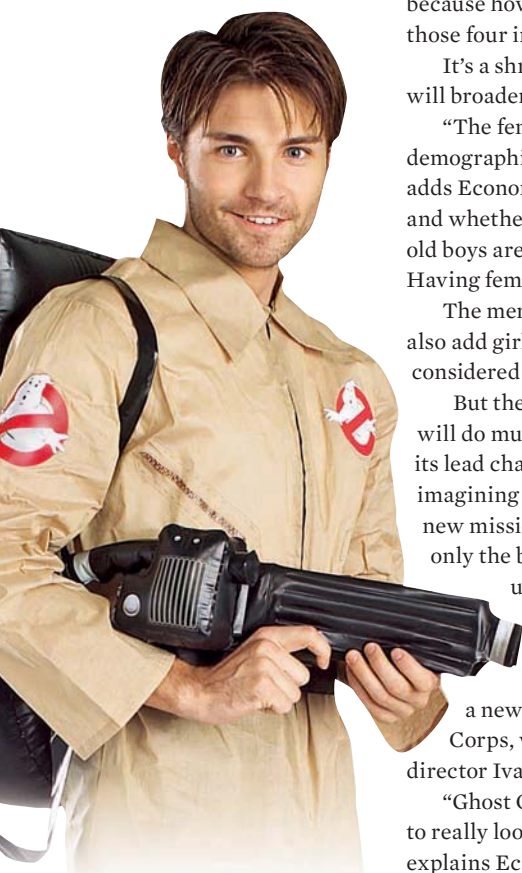
focus more on those iconic pieces like the Ecto-1 [the *Ghostbusters*’ car], while specialty will give the fan base an opportunity to customize and do something that’s a bit more inclusive of their own preferences.”

Classic elements from the film franchise will be making appearances in the new movie and its consumer products program such as the Ecto-1, Slimer, the Stay Puft Marshmallow Man, proton packs, PKE meters and more. Product is planned across all major categories including video games, costumes, toys, collectibles, consumer packaged goods, apparel, publishing and mobile games (both new and crossovers with existing games such as “Fruit Ninja”).

Among the licensees on board for the new film, in addition to Mattel and LEGO, are Atari, Bioworld, Titan Merchandise, Freeze, IDW Publishing, Mad Engine, Cryptozoic, Rubie’s Costume Co., Underground Toys, Funko, Factory Entertainment and Ubisoft.

The studio is also working closely with a slate of retail partners such as Toys ‘R’ Us, Walmart, Target, H&M, Uniqlo, Amazon and Hot Topic to develop product assortments and exclusive SKUs.

“Since the 25th anniversary six years ago, we’ve been really building this franchise,” says Economos. “Now, leading into the new movie, we’re looking to make the brand more mass market and available to every generation. As we always say, ‘You grew up with *Ghostbusters*, but you never grow out of it.’” ©





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POWER UP



Video gaming companies are taking their brands to the next level, powering up their properties and giving classic franchises a second life.

by Nicole Davis

With no major console launches anticipated this year, gaming companies will be focusing most of their energy on content. The form that content will take follows on trends currently seen in other sectors, with digital innovations playing a leading role and retro brands readying for their second act.

Digital Gaming

Mobile devices and streaming services have opened up a new world of opportunity, and traditional gaming companies are looking to this space for future growth.

Following disappointing sales of the Wii U console, Nintendo is turning its focus to mobile gaming for the first time. In March, the company teamed with DeNA in an ongoing partnership to develop games specifically for smart devices based on Nintendo's iconic IP.

And Nintendo isn't alone in looking to mobile for a turnaround. In February, when SEGA of America announced that it was downsizing its business, the company said that digital games would be a key area of focus going forward.

The move to mobile makes sense for bottom lines—digital games are typically cheaper to produce

and can reach a much wider audience than video games that are tied to a specific console system.

Given that, top gaming companies are also working to create new access points for their digital offerings.

Nintendo and DeNA are also planning to launch a gaming service that will give subscribers access to Nintendo games on smart devices, online and on Nintendo systems. Set to launch this fall, presumably alongside at least one of the company's new mobile offerings, the Nintendo gaming service is in line with what has been happening at other major outlets for years. Microsoft debuted its Xbox Live online service in 2002, and Sony followed suit in 2006 with PlayStation Network.

With PSN, Sony took a broader approach, creating a complete entertainment service that also offers music, TV and movies. In fact, Sony Computer Entertainment combined PSN with the similar Sony Entertainment Network in late-January to create an even more comprehensive platform that can directly compete with streaming content services like Netflix.

For gamers, the company launched PlayStation Now last year, a cloud-based service that offers a catalog of PlayStation titles on a subscription or per-game basis.

THE NEW WORLD OF VIRTUAL REALITY

Some of the biggest buzz in gaming has surrounded the new wave of virtual reality headsets readying for market.

At the front of the pack appears to be Oculus' Rift, which was acquired by Facebook last year. A consumer version of the head-mounted display is scheduled to arrive on shelves in early 2016.

Not far behind is Sony Computer Entertainment, with a VR headset that has been code-named Project

Morpheus (no release date yet), and Microsoft's HaloLens, which it describes as a "holographic, see-through computer" (set to be released shortly after Windows 10 launches this summer).

As this new technology continues to take form, it could represent a wealth of new opportunity, not just for the gaming sector, but in the consumer products realm, as well.

Interactive Play

Ever since Activision pioneered the toys-to-life gaming concept with "Skylanders" in 2011, companies have been finding increasingly innovative ways to merge the worlds of physical toys and video games.

This trend is set to continue, with both LEGO and Nintendo recently entering the toys-to-life arena, following in the footsteps of Disney's Infinity, Hasbro's Telepods and Fuhu's Morpho Pods.

Nintendo's Amiibo figures, which were released in 2014 and work with the Wii U and 3DS XL platforms, have not only helped the company's bottom line, but have even led to an uptick in Wii U console sales.

The LEGO Group has taken the concept a step further with its new "Dimensions" line, in which users build a LEGO Gateway (out of the brand's bricks, of course) that then "transports" mini-figures into a corresponding video game. "LEGO Dimensions," which will launch at retail in September, is a follow-up to the toy company's "Fusion" game, which let players create buildings from physical bricks and then scan those creations into a virtual town.

Retro Re-masters

With classic gaming brands getting second lives in fashion collections and even as big screen stars (i.e. the upcoming Sony movie *Pixels*), demand for the games themselves has also increased.

One of the founding fathers of video games, Atari, is capitalizing on renewed enthusiasm for its classic games with a number of new initiatives.

In partnership with Salty Games, the company has re-imagined "Asteroids" in the new open world, multi-player shooter game "Asteroids: Outpost," which was released earlier this year.

"This is part of our new strategy," says Todd Shallbetter, chief operating officer, Atari. "We are going



to be teaming up with young and innovative studios to take a refreshing look at each game from our extensive portfolio. 'Asteroids' is the first in a long series of rebirths."

Meanwhile, SEGA of America and SEGA of Europe have teamed up with Nintendo to re-master a host of their classic games from the now extinct Genesis console and re-release them for the 3DS. Each game, including "Fantasy Zone II," "Gunstar Heroes" and "Sonic the Hedgehog 2," includes new features and modes, but maintains the vintage experience of the original.

And while it hasn't been out of the mix for quite as long, Activision's "Guitar Hero" will also be making a comeback this fall in the new "Guitar Hero Live." After a five-year hiatus, Activision's new version of the game will include a modernized guitar controller, mobile functionality and a new live-action experience that lets users perform "on stage" at a concert. ©

THE BRAZIL OF 2015

A veteran licensing executive breaks down Brazil's complex economy and what it means for the business of brand extensions.

Explain the current state of Brazil's economy.

Despite Standard & Poor's decision to grant a stay on the Brazilian economy grading in March (BBB-/A3), some of the macroeconomic variables took a clear downtrend path. What actually accounted for S&P's decision to maintain Brazil as a "stable" economy was the much-needed fiscal adjustments the Brazilian Congress approved on a very tight voting count. Inflation remains at the higher side of the official target (7.5 percent a year), anchored in great measure by the increase on government-administrated costs (utilities, gas and public transportation).

An overshooting on the exchange rate brought the currency parity to R\$2.919 to the dollar average, 24.42 percent higher than last year's average of R\$2.346 to the dollar. Pundits predict an average rate of R\$3.20 to the dollar in 2016. To top it all, financial institutions anticipate the SELIC (Brazilian basic interest rate index) to be at 13.5 percent by year-end.

What does this mean for the licensing business?

To a less informed eye, this may look like a catastrophic scenario, especially if compared to data available from the past three or four years. But it is not all bad news. Brazil is a very large country and average numbers and overall statistics may overshadow some areas of the economy that actually are managing to perform above average.

Nevertheless, caution must be executed at all times.

Higher inflation and an exchange rate trending up can be particularly harmful to the licensing industry in Brazil. The first will corrode internal purchase capacity, while the latter will demand more "reais" (Brazilian currency) to buy imported raw materials and finished products, causing obviously higher costs thus higher prices.

For the past 10 years, local manufacturers and retailers ventured into licensing with a particular stake in children's properties. The Brazilian Licensing Association (ABRAL) estimates close to 70 percent of all revenues generated in the licensing industry come from the kids age bracket, with toys, backpacks and stationery as the highest-selling categories.

The bad news is that these three important segments are heavily dependent on imported goods, and the market is already feeling the effects of the numbers laid out above. If a particular licensee managed to keep its sales steady

in this past quarter, its royalty reports would have been at least 10 to 15 percent lower due to the exchange rate impact. The royalty report will reflect fewer dollars paid to the licensor although he sold the very same quantities.

What can be done to mitigate this situation?

One way is to expand categories and try to work with licensees that are less dependent on imported goods. Because of the frail licensee base in Brazil, this course of action may reduce exchange rate impacts, but on the other hand will produce contracts with lower gross margins as Brazilians by default, see upfront investments (higher GMs means higher advances) with a certain contraction. Agents are generally caught in the middle of this tug-of-war since licensors push for higher GMs in order to lower their management costs (a \$200,000 agreement costs the same as a \$10,000 agreement to manage), and in many situations will give up smaller contracts that could generate reasonable revenues if properly supported.

Based on your experience, do you have an example to share?

When I was with Warner Bros. Consumer Products in 2001, we took over a smaller agent operation that had already set up a business with a handful of contracts. All of these agreements reported royalties in dollars, and the exchange rate was R\$2.52 to US\$1 (September 2001). One year later, the exchange rate went up R\$3.92 (September 2002), a 55 percent overshoot.

With adjustments, we managed to convert royalty reports to local currency which helped the WBCP home office better understand the business, see that it was solid and on a growing trend even though less dollars were coming in. However, the good days are beginning to go downhill and, like in 2002, adjustments are needed.

What does the future hold for licensing in Brazil?

This roller coaster effect is not new to Brazilian executives. In fact, most of us have been forged in it and have not only the skills, but also the necessary creativity to strive and succeed in such adversity. It is up to the international players how they want to build or grow their existing licensing business in Brazil, but a word of advice, make sure you have a local by your side.

The road will certainly be less bumpy. ©

Marcus Macedo is the chief executive officer of Santa Cruz Marketing, a private equity and investment fund focused on brand development. Macedo has extensive experience in Brazilian licensing. He has held various positions in licensing over the past 20 years including executive vice president, Regina Industria, a party goods manufacturer and one of Disney's and Mattel's top licensees; general manager, Warner Bros. Consumer Products, Brazil; director of licensing and merchandising, SBT, Brazil's No. 2 TV broadcaster; and general manager, Exim Licensing Group.

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